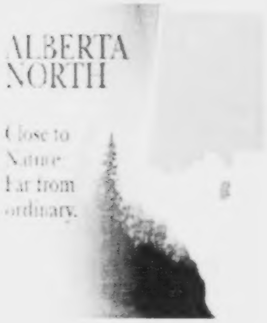
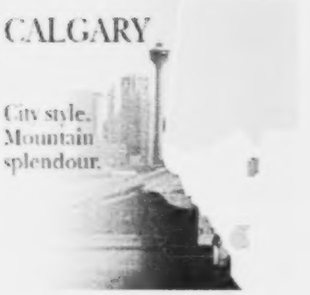

ALBERTA NORTH
Close to Nature. Far from ordinary.

ALBERTA CENTRAL
The invitation's open, the welcome's warm!

CANADIAN ROCKIES
Adventure, tranquility... and rooms to spare.


CALGARY
City style. Mountain splendour.

ALBERTA SOUTH
65 million years of history.

Alberta Residents Travel Intentions Final Report

November 2003 to April 2004 Travel Season

Alberta
ECONOMIC DEVELOPMENT
CANADA I+I

CAA Alberta Motor Association

Tourism CALGARY

Economic Development Edmonton

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Table of Contents

EXECUTIVE SUMMARY 1

RECOMMENDATIONS 4

1.0 INTRODUCTION 6

1.1 PROJECT OVERVIEW 6

1.2 RESEARCH OBJECTIVES 6

2.0 RESEARCH APPROACH 6

2.1 RESEARCH SCOPE 7

2.2 SURVEY METODOLOGY 7

2.3 SAMPLING.. 7

2.4 DATA COLLECTION 8

2.5 MARGIN OF ERROR 8

3.0 REGIONAL OVERVIEW 10

3.1 VISITORS TO TOURISM DESTINATION REGIONS 10

4.0 PROFILE OF VISITORS TOTOURISM DESTINATION REGIONS 29

4.1 TOURISM DESTINATION REGION: CALGARY & AREA 29

4.2 TOURISM DESTINATION REGION: EDMONTON & AREA 38

4.3 TOURISM DESTINATION REGION: ALBERTA NORTH 47

4.4 TOURISM DESTINATION REGION: ALBERTA CENTRAL 56

4.5 TOURISM DESTINATION REGION: ALBERTA SOUTH 66

4.6 TOURISM DESTINATION REGION: THE CANADIAN ROCKIES 75

APPENDICES 85

APPENDIX I: HIGHLIGHTS OF THE STUDY

APPENDIX II: RESPONDENT DEMOGRAPHICS

APPENDIX III: TABLES

APPENDIX IV: SURVEY

EXECUTIVE SUMMARY

Under the direction of Alberta Economic Development and its partners, a second round of interviews with Alberta residents was conducted in November 2003. The first round was conducted in April 2003 to look at the May 2003 to October 2003 travel season. The purpose of this survey was to collect information from Albertans about their intentions to travel in Alberta between November 2003 and April 2004. A total of 1424 surveys were completed.

The survey results provide key insights for developing marketing initiatives that will promote travel within Alberta amongst residents.

Travel Intentions

- Generally, the specifics of the number of trips that respondents plan to take are similar to their response for the May 2003 to October 2003 time period. Sixty-nine percent (69%) plan to take one to five leisure trips between November 2003 and April 2004. The average number of leisure trips planned between November 2003 and April 2004 is 5.7, but not all are in Alberta. The most frequent number of planned trips per household is two (2). When only considering travel within Alberta, respondents indicated they plan to take an average of 4.5 or about 5 trips during this time period within Alberta. Overall, a high number of Albertans, (82%), intend to make at least one (1) intra-provincial trip during this time period. A high number (68%) said they expect to make as many trips as they did last year, and another 20% intend to make even more trips than last year.

- With one exception, travelers from Edmonton & Area are the most dominant group with intentions to visit the various regions. The exception is visitors to Alberta South where the largest group is from Calgary & Area at 35%, and followed by Edmonton & Area with 24%.

- However, not everyone is only traveling in Alberta. Over half (58%) are also planning to make leisure trips to other destinations outside of the Province during this same time period. Most of these trips will be within Canada, and primarily include leisure trips to British Columbia (45%), Saskatchewan (16%) and other parts of the Canada (18%). The number of leisure trips planned to B.C. and other parts of Canada are fewer than in the May to October season, while trips to Saskatchewan remain the same. As well, there is a group of respondents who have included international travel in their plans. Most of these destinations are in the United States (21%) and in Southern Sun locations (17%). Not surprisingly, trips to these destinations are higher than during the May to October travel season.

- As expected, the most popular month for taking leisure trips during the November to April travel period is December (68%). This response can easily be tied to Christmas travel and holiday festivities. As for the other months, a similar number are planning to take trips over January (53%), February (55%) and March (54%); the fewest trips are being planned during the month of November (31%).

- Key reasons given for not planning any leisure travel within the province of Alberta are largely due to greater weather appeal elsewhere, and family commitments outside the province. Weather was cited as the main reason for 32% of respondents who have a preference for vacationing in warmer climates this time of the year. Another 21% are more attracted to taking leisure trips somewhere outside of Alberta and (19%) have plans to visit relatives living elsewhere.

- For most (80%), weekends and long weekends are a favourite time for making leisure trips within the Province. More than one-third (38%) are only planning overnight trips, while a much smaller number (19%) intend to take trips of one week and longer. Respondents during this travel season are planning shorter trips than they did between May and October 2003. Slightly more are planning overnight trips, weekend, and long weekend trips, while fewer are planning trips of one week and longer.

- On weekend trips, the average travel party size is 2.58 persons. Trips of one week or longer are comprised of a similar number with 2.59 people in the travel group. Generally, the most common travel party size is two (2) people.

- Planning for a weekend leisure trip within the province can be done as far in advance as 15 days, and as far ahead as 45 days for a week or longer trip. However, the most common length of time for planning a weekend trip is 7 days, and around a month in advance for trips of one week or longer.

- Regardless of the length of their stay, people planning trips within the province over the next six months are most often choosing a hotel or motel (55%) for accommodation. The next most popular choice is to stay with friends or family (34%). When it comes to trips of a week and longer, a slightly higher number will choose a hotel or motel rather than stay with family and friends. Also on the longer trips there is noticeable increase in the use of motor homes and Fifth Wheel vehicles.

- The survey results show that the most popular activities that Albertans say they are *very likely* to do while on leisure trips within Alberta are associated with visiting family and friends (85%). The next most popular activities for this particular time of the year are indoor leisure activities (64%). Among other things, indoor leisure activities can include doing things such as shopping, going to casinos, to night clubs, and to indoor amusement and water parks. Smaller numbers (34%) say they are *very likely* to visit a variety of attractions such as zoos, science theatres and West Edmonton Mall, or they will attend festivals and cultural events such as music, film and theatre, concerts and art galleries, and museums and historic sites. There is also a smaller group who is *very likely* to engage in outdoor recreational activities such as downhill skiing and snowboarding (31%), or hiking, ice-fishing, skating, snowshoeing, skating and other related winter activities (27%).

In-Province Travel – Tourism Destination Regions (TDRs)

- The most popular destinations for in-province travelers are the Canadian Rockies (39%), Edmonton & Area (38%), and Calgary & Area (37%). The smallest number of travelers is planning a trip, or trips, to Alberta North (11%) over the next six months. The two tourism areas that have the highest number of people planning trips within their own area are Alberta Central and Alberta South. Based on the criteria of a leisure trip being at least 80 kms. away from home, it is not surprisingly that Alberta Central and Alberta South have the highest number of people planning to take leisure trips within their own region. In both cases, travel plans within their region accounts for one-quarter of all respondents living within these two (2) regions.

- The demographics of the travelers within each of the Tourism Region are relatively similar to each other.
  - People who plan to do the most leisure travel fall between the ages of 35 and 54 years old. Almost half of all visitors to each TDR are in this age range.
  - Regardless of the region, the travel groups are largely made up of family households of 2 adults with children, or 2 adults without children.

- Alberta Central has the highest number of visiting travel groups of 2 adults without children, while Alberta North has the highest number of single parent families with children living at home taking leisure trips to their region. Around half of the visitors to all of the regions (with the exception of the Canadian Rockies) have household incomes greater than $50,000. Visitors to the Canadian Rockies indicate a more upscale traveler as they have the highest household incomes. Almost two-thirds (63%) have income higher than $50,000, and another 23% have annual incomes over $100,000.

External Influences on Travel Intentions: Economic Conditions and Global Trends

- Most travel plans have not been dampened by local economic trends or global events, as only a third (36%) indicated their leisure travel plans were negatively impacted or influenced in any way. This response was noticeably higher than those planning trips between May and October when 14% said their trips were negatively impacted.

  During this interview period, any influence or impact was most often said to be due to local economic conditions such as increasing fuel prices (22%), and the rising Canadian dollar (11%). On a global basis, terrorism to a much smaller degree (10%) is an influencing factor. This compares to global events such as SARS, the War in Iraq and terrorism having the most impact. Clearly, the notion of terrorism being a travel threat has decreased substantially (10% this time period compared to 47% in May to October). This time, any negative reaction to local or global events or conditions contributed to Albertans (15%) decreasing the number of trips they were planning to take anywhere, while from a positive standpoint it led other Albertans to the decision to stay closer to home and travel within the province (13%).

Information Sources/Advertising

- The Internet plays an important role for 50% of respondents as a key information source for making travel plans. They also rely on their own past experiences (45%) and on 'word-of-mouth' advice from friends and family (43%). From a trending perspective, the most noticeable change since the May to October survey has been the use of the Internet as an information source. In the May to October survey only 21% indicated they used the Internet as a source. The most reliance on the Internet is noted with visitors to the Canadian Rockies (60%), who are also the most up-scale and affluent travelers. The remainder of visitors to the other regions place more reliance on their own previous experience and advice from family or friends.

- Seeing or hearing any advertising on travel within Alberta was recalled by slightly more than half (52%) of the respondents. However, these same people were generally unable to describe that advertising. Those who could give any description were only as specific as remembering that commercials or ads were related to Travel Alberta (9%), or that it had something to do with travel in the Canadian Rockies and the mountain parks (8%).

FUTURE STUDY RECOMMENDATIONS

Several recommendations come to mind for future travel intention studies of this nature. Some are from the standpoint of challenges presented for analysis and others for the quality of information collected.

Challenge I: Interpretation

Although profiles of travelers to the six (6) Tourism Destination Regions were provided, the consultant was unable to determine how many trips were planned to the individual regions, as only the number of trips overall was collected. If this information would be useful to the Partnership, our recommendation would be to ask the respondent to specify the number of trips they are planning to each region. Not knowing how many trips would be made to these individual regions limited the profiling of regional visitors.

Challenge II: Data Collection

It was noted during data collection that respondents found it difficult to respond with the number of leisure trips they planned to take 6-months in advance. (This was more evident in the May to October interviewing, while starting the November to April survey later fewer respondents mentioned that it was too early for them to give a complete response.) This is not surprising considering their answers to the question in the survey on how far in advance they plan their trips. Their response was that they generally plan weekend trips 7 to 15 days in advance, and week and longer trips about one month in advance. The timing of the survey asks them to indicate as far in advance as 1-month to 7-months what their travel plans are. There is a strong possibility that asking them for their travel itinerary so far in advance may not be giving as accurate results as hoped. We recommend that interviewing for the upcoming May to October season for example would be more effective if conducted in equal segments in April, June and August, and for the next season in October, December and February.

Challenge III: Activities

The activities presented to respondents as things they might do on their leisure trips at times presented a challenge to them and a challenge to the consultant for interpretation. We recommend that in future surveys, that either the activities should be less specific, or they should be broken into what is relevant for the region the respondents are visiting. For example, the Canadian Rodeo Finals and other as specific activities that were relevant to only one region may have received more support if only asked of those saying they would be visiting that region. Again, not knowing how many trips were being planned for each region may have diluted the attraction of any one specific event during interpretation.

Challenge IV: What they do when visiting family and friends

Clearly, the main purpose for traveling within Alberta is to visit family and friends. With a high 85% reporting that they primarily visit family and friends when on leisure trips within Alberta, the challenge is to get them to do more than 'sit around and visit'. However, there is no way to tell from the survey what else they do when they are on these visits. While visiting family and friends has been included as an activity question it is not an easily defined activity like snowmobiling, or visiting West Edmonton Mall. Because this is such a key driver for traveling within the Province, we recommend in future intention surveys that the response 'visiting family and friends' should be explored further.

1.0 Introduction

1.1 Project Overview

This report is part of a larger research project, designed to understand travel intentions of Alberta residents during the spring/summer and fall/winter travel periods. The project was commissioned to International Results Group under the direction of Alberta Economic Development, and a partnership, which includes:

- Travel Alberta and the Strategic Tourism Marketing Council (STMC),
- Alberta Motor Association,
- Tourism Calgary, and
- Edmonton Tourism.

The first part of the study was conducted in May 2003 with residents of Alberta, British Columbia and Saskatchewan. The study featured information about travel intentions between April 2003 and October 2003. In November and December 2003 a second round of interviews was carried out with Alberta residents. This report summarizes the key findings obtained from a phone survey with 1424 respondents interviewed during the second round of the study. This report will also serve as the benchmark for all future waves of data collection during the fall/winter months.

1.2 Research Objectives

The objectives of this study include the following:

- ⇒ Provide an overview of travel intentions and plans of Alberta residents during the winter months (November – April); including the characteristics of planned trips and activities usually undertaken during the leisure travel.
- ⇒ Understand the travel intentions and demographics of visitors to various Tourism Destination Regions in Alberta.
- ⇒ Gain insight into the factors that potentially influence travel plans of Albertans, like economic and political conditions or events, travel information sources and advertising.
- ⇒ Provide useful and actionable information for development, or modification of marketing initiatives;
- ⇒ Provide a baseline for further travel research studies.

2.0 Research Approach

2.1 Research Scope

For the purpose of this research project, respondents were specifically asked to exclude any trips that were:

- Less than 80 km away from home,
- Personal errands (i.e. going for groceries, doctor appointments),
- Commuting to and from work, or
- Moving to a new residence.

2.2 Survey Methodology

The telephone interview technique was used to complete the survey with the 1,424 respondents. (A copy of the survey can be found in Appendix IV).

Telephone surveys were conducted between November 16, 2003 December 3, 2003, between the hours of 5:00pm and 9:00 pm weekdays, and 10:00 am to 6:00 pm on weekends. Interviews required an average of 12.3 minutes to complete, with the longest survey lasting 15.7 minutes. The screening criteria required the respondent to be over 18 years old, and the person in the household with the next birthday. To complete the survey, the respondent was required to have traveled within Alberta on at least one overnight leisure trip in the previous 12 months, with plans to travel on at least one overnight trip over the next 6 months.

2.3 Sampling

As the universe for the study was all adults living within Alberta who met the screening criteria, a randomly generated sample was purchased from the Telus Super Pages list services. The source included all current residential telephone listings that are accurate within one month of the commencement of data collection. The random sample was designed to reflect the actual population distribution within each of the six (6) Tourism Destination Regions.

2.4 Data Collection

The CATI system used to conduct the survey allowed interviewers to key answers directly into SPSS. Range checks and electronically programmed skip patterns ensures that high quality data is provided. As the open-ended questions were highly detailed, extensive manual coding was required to place destinations into Tourism Destination Regions within Alberta. Interviews were conducted by Tourism Destination Regions and finally merged into one large database.

Fielding statistics reflect that 13,530 telephone numbers were dialed at least one time during the data collection period, with 3,752 eligible numbers remaining. Eligible numbers means that these were potential respondents who did not answer their telephone during the study period. Six callbacks are made before a number is considered exhausted. The other 9,778 numbers were contacted. Fifteen percent (15%) of the 9,778 numbers resulted in a completed interview. The remaining 85% of numbers included 37% that were ineligible, 18% were not in service, 16% were business or fax lines, and 7% refused participation. (See Table 1 on the following page)

TABLE 1 *FIELDING STATISTICS.*

Status	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	TOTAL
COMPLETES DEAD NUMBERS	**351 16.9% 1718**	**355 12.5% 2482**	**206 14.6% 1204**	**203 13.8% 1273**	**204 14.7% 1180**	**105 17.4% 497**	**1424 14.6% 8354**
Language/Hearing	70 3.4%	105 3.7%	11 0.8%	55 3.7%	51 3.7%	14 2.3%	306 3.1%
Respondent away for duration	7 0.3%	34 1.2%	3 0.2%	19 1.3%	7 0.5%	3 0.5%	73 0.7%
Business/Fax Line	272 13.1%	480 16.9%	291 20.6%	235 15.9%	225 16.3%	35 5.8%	1538 15.7%
NIS	352 17.0%	407 14.3%	344 24.4%	299 20.3%	272 19.7%	133 22.1%	1807 18.5%
Terminate	39 1.9%	35 1.2%	23 1.6%	43 2.9%	26 1.9%	3 0.5%	169 1.7%
Refused	152 7.3%	232 8.2%	54 3.8%	90 6.1%	93 6.7%	24 4%	645 6.60%
Ineligible- Did not meet Established Survey Requirements	791 38.2%	1113 39.2%	464 32.9%	494 33.5%	462 33.4%	271 45%	3595 36.7%
Ineligible - Other	30 1.4%	71 2.5%	11 0.8%	20 1.4%	33 2.4%	5 0.8%	170 1.7%
Duplicate	5 0.2%	5 0.2%	3 0.2%	18 1.2%	11 0.8%	9 1.5%	51 0.5%
TOTAL SAMPLE USED	**2,069**	**2837**	**1410**	**1476**	**1384**	**602**	**9778**
Eligible Exhausted (dialed 6 times)	1351	637	301	624	340	499	3752

The 3,595 potential respondents did not qualify to participate in the study as they had no plans to travel for leisure 80 kms. away from home within the next six (6) months, or they had not traveled in the past twelve months on a leisure trip.

2.5 Margin of Error

A sample size of 1,424 provides an overall **margin of error of ± 2.60%, 19 times out of 20**. At a 95% confidence level, these statistical parameters mean there is a 5%, or 1 in 20, probability that the sample population data does not reflect the larger study population, plus or minus the margin of error; smaller sub-samples have higher margins of error. Table 2 on the following page outlines the various sample sizes and margins of error for the sub-samples.

TABLE 2. *SAMPLING DISTRIBUTION*

95% confidence level	Sample size n=	Margin of Error
Provincial Total	**1,424**	**2.60%**
Calgary & Area	**351**	**5.23%**
Alberta North	**355**	**5.20%**
Alberta Central	**206**	**6.82%**
Alberta South	**203**	**6.88%**
Edmonton & Area	**204**	**6.86%**
Canadian Rockies	**105**	**9.56%**

The 1,424 surveys were conducted with Alberta residents to gather information regarding their intentions to travel within Alberta for leisure purposes between November 2003 and April 2004. However, the final results of the study were weighted to better reflect the actual geographical distribution of households in the province of Alberta (source: Statistics Canada, Census 2001). The distribution of these surveys and their subsequent weighted totals are displayed in Table 3 below.

TABLE 3. *SAMPLE DISTRIBUTION*

Tourism Destination Region	Actual Number of Surveys Completed	Weighted Totals
Calgary & Area	351	488
Edmonton & Area	355	476
Alberta North	206	59
Alberta Central	203	235
Alberta South	204	146
Canadian Rockies	105	20
TOTAL	**1424**	**1424**

NOTATIONS TO THE READER

It should be noted by the reader that throughout the report, and during the discussion of statistical findings, totals do not always equal 100 due to rounding, and/or single or multiple response categories.

It should also be noted that as the focus was on trips in Alberta column totals will often reflect 1150 respondents rather than the 1424. The 1150 total represents the respondents to this study who are planning leisure trips within Alberta; the remaining 274 respondents qualified for the survey, but none of their leisure trips were planned in Alberta.

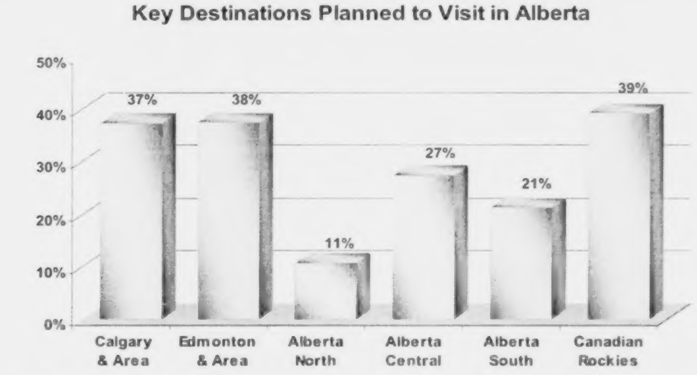
3.0 REGIONAL OVERVIEW

3.1 VISITORS TO TOURISM DESTINATION REGIONS

3.1.1 Tourism Destination Regions

When the data is weighted to Alberta households it reflects that nearly 894,000 households have plans to travel within the province between November 1, 2003 and April 30, 2004. As can be seen in Exhibit 1, the majority of travelers will take most of their leisure trips in the Canadian Rockies (39%), and the large urban centres of Calgary & Area (37%) and Edmonton & Area (38%). A smaller 27% intend to visit destinations in the Alberta Central TDR, and 21% plan to visit Alberta South. The smallest number (11%) will include Alberta North in their travel plans over the specific six months.

EXHIBIT 1. *PLANNED TRAVEL DESTINATIONS WITHIN ALBERTA*



Base: (n=1150) - *Multiple Response Question*

Table 4 below represents the actual number of Alberta households traveling to the various Tourist Destination Regions (TDRs) based on the percentage distribution set out in Exhibit 1.

TABLE 4 *NUMBER OF HOUSEHOLDS PLANNING LEISURE TRAVEL TO TOURISM DESTINATION REGIONS.*

	No. Of Households	%
Total Households	**1,104,100**	**100%**
Households Traveling in Alberta	**893,980**	**81%**
Households Visiting:		
Calgary & Area	334,176	37%
Edmonton & Area	335,727	38%
Alberta North	95,368	11%
Alberta Central	245,011	27%
Alberta South	189,961	21%
Canadian Rockies	350,459	39%

3.1.2 Origin of Visitors

The analysis of the origin of travelers who intend to travel for leisure to various destinations within the six Tourism Destination Regions (TDRs) in Alberta revealed the following patterns:

- Visitors from Edmonton & Area are the most dominant group among all visitors intending to visit the various TDRS. The exception is visitors to Alberta South, of which travelers from Calgary & Area (35%) make up the largest group, while travelers from Edmonton & Area account for a smaller 24% of all visitors to this region.

- Visitors from Calgary & Area are the most significant group of travelers who intend to visit the Canadian Rockies TDR (41%), although Edmonton & Area is almost even at 40%. Visitors from Calgary & Area also are the most significant group to travel to Edmonton and Area (41%).

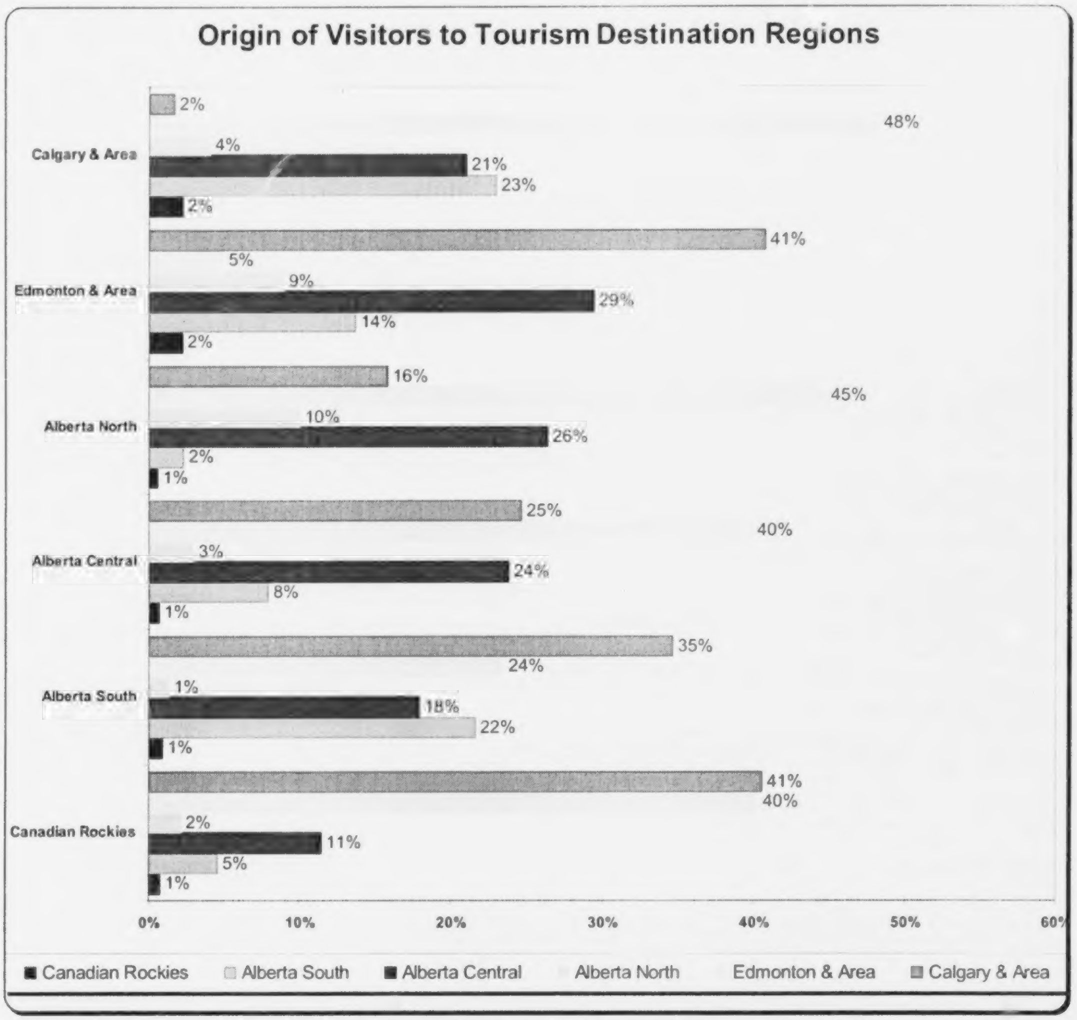
- There are three Tourism Destination Regions, where a notable number of respondents plan to make leisure trips within these regions. TDR. Almost a quarter (24%) of respondents planning to travel to Alberta Central are from within this TDR, which is the third largest travel group to the region behind visitors from Edmonton & Area (40%) and Calgary & Area (25%). Visitors to Alberta South are made up of 22% of Alberta South residents planning to travel within their own TDR, and similar to Alberta Central make up the third largest group to visit their region. Ten percent (10%) of respondents who said they intend to visit destinations within Alberta North also originate from within this region. This high level of travel within these three areas is due to the wide expanse of the individual regions compared to the remaining three (3).

- Travel within Calgary & Area (2%) and Edmonton & Area (5%) is insignificant. However taking into consideration that only trips of 80 km or more away from home are included in this study, and the relatively small size of these TDRs, this finding was not surprising.

- Travelers from the Canadian Rockies TDR account for the smallest percentage (1% to 2%) of all visitors regardless of the TDR that they intend to visit. One explanation is that the Canadian Rockies Region is the least inhabited TDR in Alberta, as it is made up of only 14,500 households.

Full details regarding the origin of visitors to the various Tourism Destination Regions within Alberta is reported in Section 4.0 of this report. (See Exhibit 2 on the following page)

EXHIBIT 2. *ORIGIN OF VISITORS TO VARIOUS TOURISM DESTINATION REGIONS IN ALBERTA.*



**Please note that these results do not take into account the frequency of planned visits to each key destination*

3.1.3 Visitors Demographics

The demographics of the travelers within each of the Tourism Destination Region are relatively similar to each other.

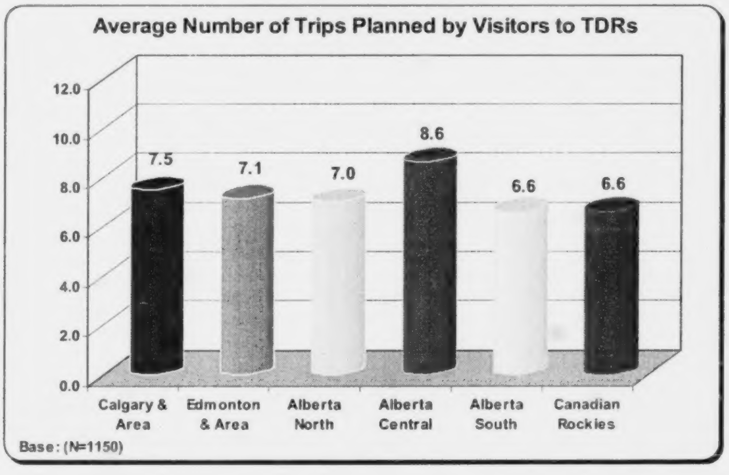
- People who plan to do the most leisure travel fall between the ages of 35 and 54 years.
- Regardless of the region, the travel groups are largely made up of family households of 2 adults with children, or 2 adults without children.
- Alberta Central has the highest number of visiting travel groups made up of 2 adults without children, while Alberta North has the highest number of single parents with children living at home taking leisure trips to their region. Around half of the visitors to all of the regions (with the exception of the Canadian Rockies) have household incomes greater than $50,000. Visitors to the Canadian Rockies indicate a more upscale traveler as they have the highest household incomes. Almost two-thirds (63%) have income higher than $50,000, and another 23% have annual incomes over $100,000.

Detailed demographic information is provided in Appendix II.

3.1.4 Travel Intentions and Plans

In the survey, respondents were first asked to indicate the total number of trips (in Alberta and outside the province) that their household planned to take between November 1, 2003 and April 30, 2004. As Exhibit 3 shows, visitors to Alberta Central TDR plan the greatest number of trips during this period. On average, they plan 8.6 trips. Visitors to Calgary & Area followed with an average of 7.5 leisure trips. Albertans traveling to Edmonton & Area on average plan to take 7.1 trips, while those planning to visit Alberta north will take an average of 7.0 trips. Visitors to Alberta South and Canadian Rockies TDRs are planning the fewest number of trips with an average of 6.6 trips.

EXHIBIT 3. *AVERAGE NUMBER OF ALL TRIPS PLANNED BY VISITORS TO TOURISM DESTINATION REGIONS.*

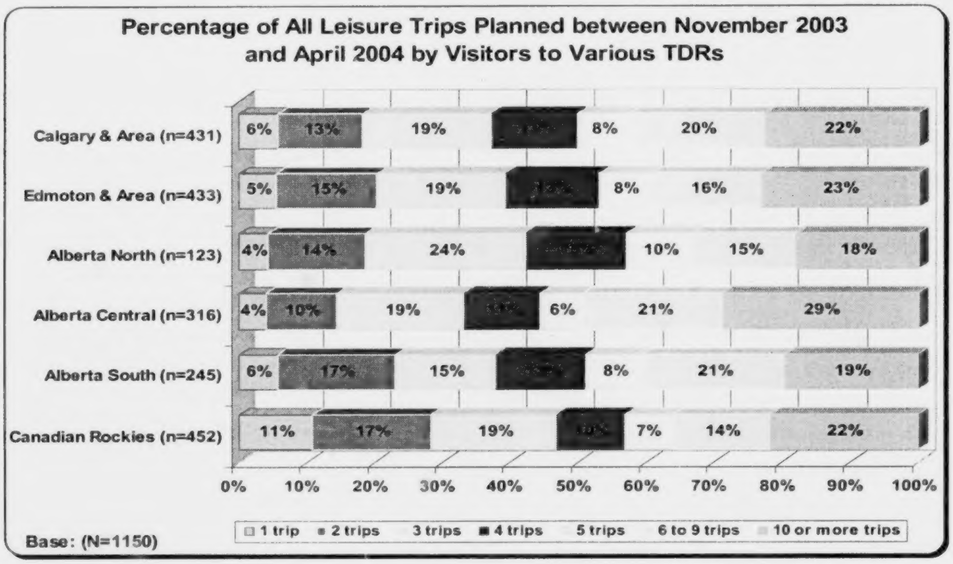


Overall, the most frequent number of planned trips, regardless of the intended destination within Alberta, is either 3 trips or more than 10 trips.

When asked about the number of trips they are planning during the specific time period some interesting insights that are set out in Exhibit 4 below include:

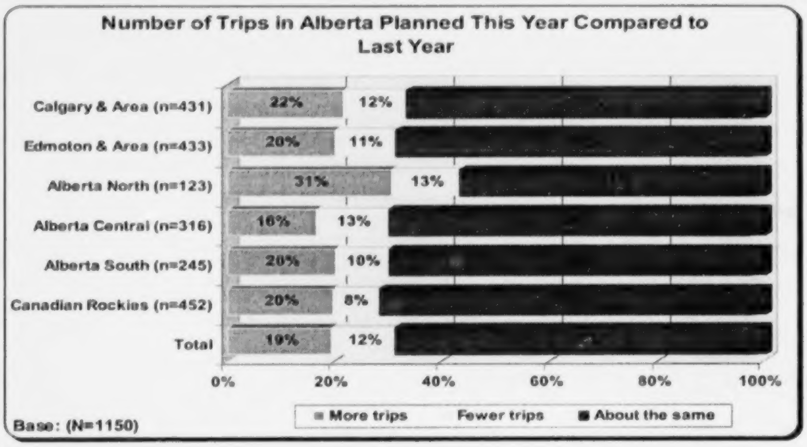
- Respondents intending to travel to the Alberta Central TDR are the most likely group (29%) to be planning to take 10 and more leisure trips over the 6-month period. They are also one of the most likely groups to make 6 to 9 trips along with visitors to Alberta South.
- Although respondents traveling to the Canadian Rockies are the most likely of all TDRs to be planning one trip (11%) during this time period, compared to others, they still have some the highest number of respondents planning to take 10 and more leisure trips in the province.
- Respondents traveling to Alberta North are the most likely to have the fewest travel plans for the November to April time period.

EXHIBIT 4. *PROPORTION OF ALL LEISURE TRIPS PLANNED BY VISITORS TO TOURISM DESTINATION REGIONS.*



Respondents were asked about any changes or similarities to their travel plans for this year compared to last year. Across all six TDRs, the majority of travelers indicated their travel intentions this year are either the same (range=57% to 71%), or have increased (range =16% to 31%) compared to last year. Only 13% or less (range=8% to 13%) indicated they intend to travel less this year. Travelers from Alberta North reflect the highest increase in travel plans from last year, while respondents from Alberta North and Alberta Central are the most likely to say they will take fewer trips. See Exhibit 5 on the following page.

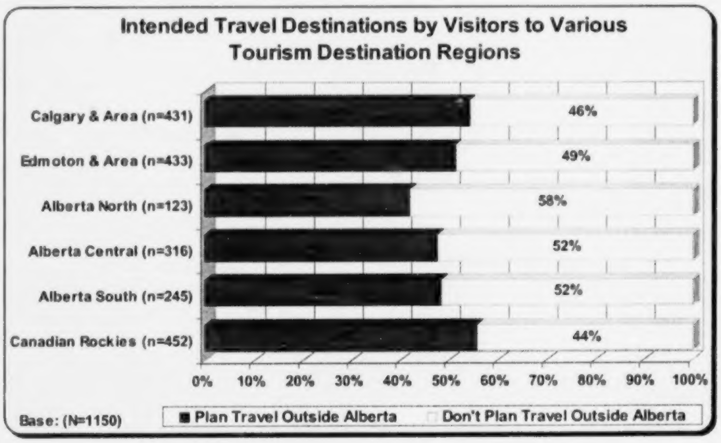
EXHIBIT 5. *NUMBER OF TRIPS PLANNED IN ALBERTA COMPARED TO LAST YEAR BY VISITORS TO TOURISM DESTINATION REGIONS.*



Travel Outside Alberta

Approximately half of the visitors to the various Tourism Destination Regions also plan to travel on leisure trips outside of Alberta. The highest number of respondents to also have plans to travel outside the province is those planning trips to the Canadian Rockies (56%). Visitors planning trips to Alberta North have the fewest plans to take trips outside of Alberta (42%). See Exhibit 6.

EXHIBIT 6. *NUMBER OF TRIPS PLANNED IN ALBERTA COMPARED TO LAST YEAR BY VISITORS TO TOURISM DESTINATION REGIONS.*

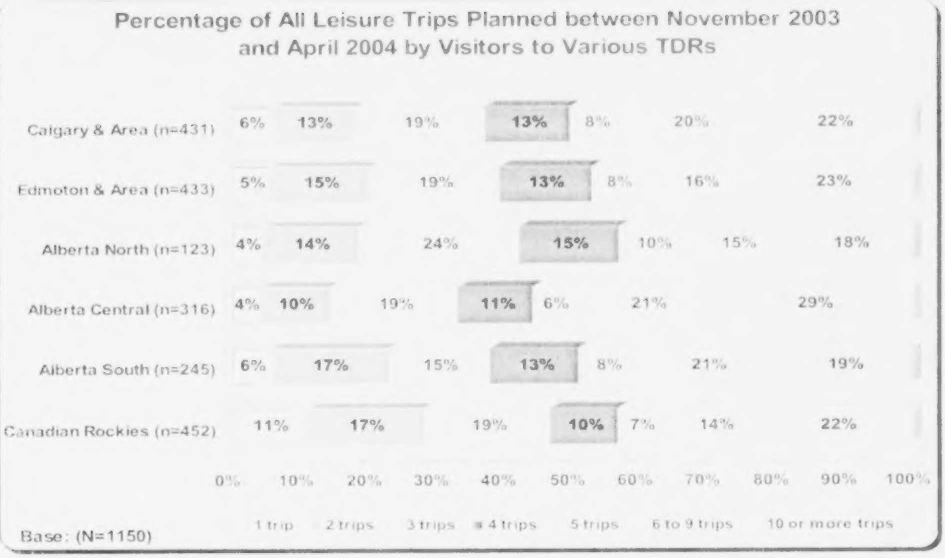


Overall, the most frequent number of planned trips, regardless of the intended destination within Alberta, is either 3 trips or more than 10 trips.

When asked about the number of trips they are planning during the specific time period some interesting insights that are set out in Exhibit 4 below include:

- Respondents intending to travel to the Alberta Central TDR are the most likely group (29%) to be planning to take 10 and more leisure trips over the 6-month period. They are also one of the most likely groups to make 6 to 9 trips along with visitors to Alberta South.
- Although respondents traveling to the Canadian Rockies are the most likely of all TDRs to be planning one trip (11%) during this time period, compared to others, they still have some the highest number of respondents planning to take 10 and more leisure trips in the province.
- Respondents traveling to Alberta North are the most likely to have the fewest travel plans for the November to April time period.

EXHIBIT 4. *PROPORTION OF ALL LEISURE TRIPS PLANNED BY VISITORS TO TOURISM DESTINATION REGIONS.*



Respondents were asked about any changes or similarities to their travel plans for this year compared to last year. Across all six TDRs, the majority of travelers indicated their travel intentions this year are either the same (range=57% to 71%), or have increased (range =16% to 31%) compared to last year. Only 13% or less (range=8% to 13%) indicated they intend to travel less this year. Travelers from Alberta North reflect the highest increase in travel plans from last year, while respondents from Alberta North and Alberta Central are the most likely to say they will take fewer trips. See Exhibit 5 on the following page.

EXHIBIT 5. *NUMBER OF TRIPS PLANNED IN ALBERTA COMPARED TO LAST YEAR BY VISITORS TO TOURISM DESTINATION REGIONS.*

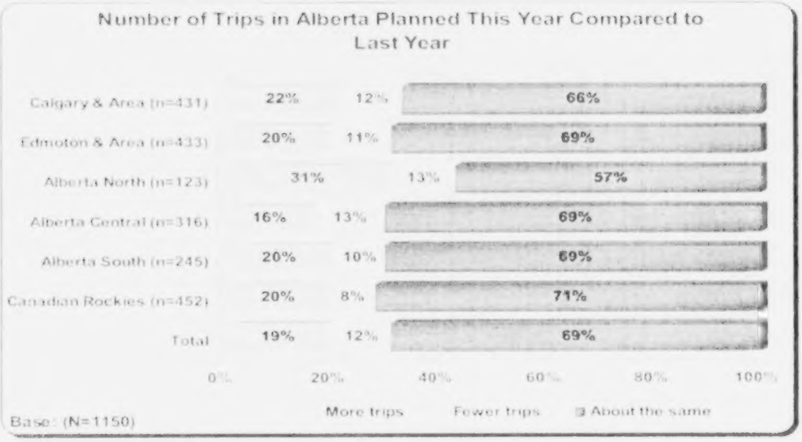


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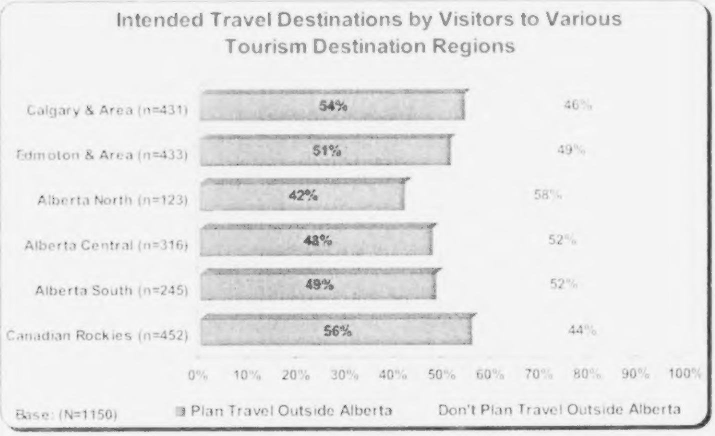
EXHIBIT 6. *NUMBER OF TRIPS PLANNED IN ALBERTA COMPARED TO LAST YEAR BY VISITORS TO TOURISM DESTINATION REGIONS.*



Although there are a high number of respondents with plans to travel outside of Alberta the majority of travel collectively will be to destinations within Canada. Not surprisingly, the two dominant provinces to attract visitors from Alberta are British Columbia and Saskatchewan. Plans to travel to British Columbia are particularly high. Around a quarter of the visitors to all six TDRs also have plans to visit British Columbia at some point during the six month period. Although the numbers are very similar from all regions, the highest travel to British Columbia will come from visitors to the Canadian Rockies and to Edmonton & Area (26% each).

Next to British Columbia, the most trips planned outside the province to a specific geographic location is to the United States. In terms of visits to this destination, the highest number of travelers will come from visitors to Calgary & Area and the Canadian Rockies. Next to the United States, the most popular destination is "Southern Sun" locations. Again, the respondents most likely to plan trips to this destination are visitors to Calgary & Area and the Canadian Rockies.

Visitors to Calgary & Area and to Alberta Central are the most likely to also have plans to visit Saskatchewan. In terms of the rest of Canada, the highest number of visitors will come from Alberta South. See Table 4 below for full details.

TABLE 4 *NUMBER OF HOUSEHOLDS PLANNING LEISURE TRAVEL TO TOURISM DESTINATION REGIONS.*

	Visitors to Tourism Destination Regions											
	Calgary & Area		**Edmonton & Area**		**Alberta North**		**Alberta Central**		**Alberta South**		**Canadian Rockies**	
Destinations Outside Alberta	No. Of Respondents	% Of Total	No. Of Respondents	% Of Total	No. Of Respondents	% Of Total	No. Of Respondents	% Of Total	No. Of Respondents	% Of Total	No. Of Respondents	% Of Total
BC	93	*21%*	111	*26%*	26	*21%*	73	*23%*	61	*25%*	118	*26%*
SASK	48	*11%*	36	*8%*	8	*7%*	32	*10%*	20	*8%*	35	*8%*
Other Canada	44	*10%*	42	*10%*	9	*8%*	21	*7%*	31	*12%*	41	*9%*
USA	51	*12%*	43	*10%*	10	*8%*	33	*11%*	13	*5%*	56	*12%*
Europe	10	*2%*	10	*2%*	3	*2%*	9	*3%*	7	*3%*	15	*3%*
Southern Sun	51	*12%*	39	*9%*	7	*6%*	28	*9%*	19	*8%*	52	*12%*
Other Intl.	7	*2%*	13	*3%*	0	*0%*	6	*2%*	7	*3%*	11	*2%*
Refused	0	*0%*	0	*0%*	0	*0%*	0	*0%*	0	*0%*	0	*0%*
Don't Know	4	*1%*	5	*1%*	1	*1%*	1	*0%*	4	*2%*	1	*0%*
Total	**431**	***100.0%***	**433**	***100.0%***	**123**	***100.0%***	**316**	***100.0%***	**245**	***100.0%***	**452**	***100.0%***

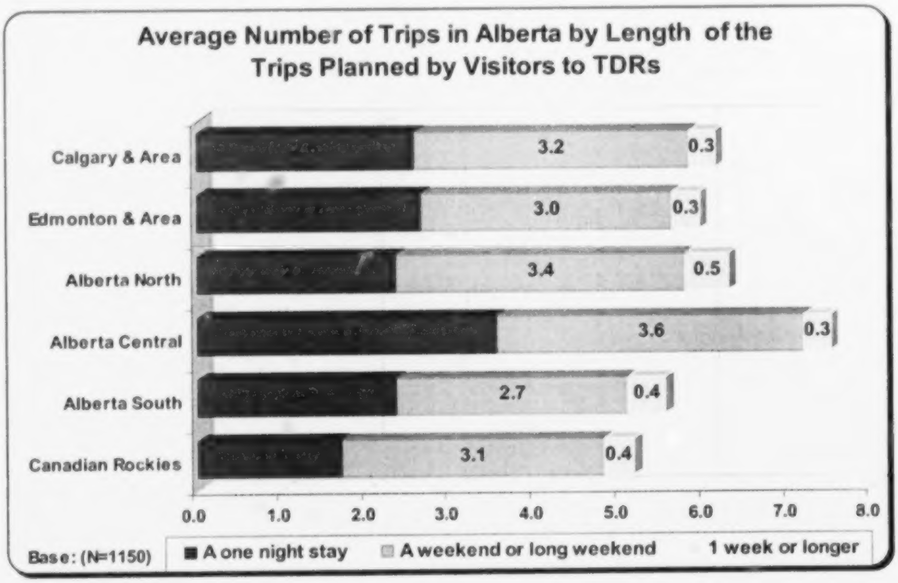
3.1.5 Main Characteristics of Planned Trips

Respondents were asked a series of questions regarding the number of trips they plan to make, the various attractions, events or destinations they would be likely to visit while on these trips, and the duration of the trips. On average, respondents with plans to visit Alberta Central are the group that will make the most overnight trips within Alberta between November 2003 and April 30, 2004 (a mean of 3.5 overnight trips). Following that, visitors to Calgary & Area and Edmonton & Area will make an average of 3 overnight trips. Visitors to the Canadian Rockies will make the fewest overnight trips (1.7 trips).

When it comes to weekend trips, or trips taken on long weekends, visitors with plans to travel to Alberta Central, on average, are also planning the greatest number of weekend or long weekend trips (mean=3.6 trips). This is followed by an average of 3.4 trips weekend or long weekend trips being planned for the six month time period, by visitors to the Alberta North region. Visitors to the remaining three (3) regions are planning an average of three (3) trips of this type over the next month.

Little difference is noted between regions when it comes to trips of one week or longer. Visitors to Alberta North are the exception, as they have plans to make an average of 0.5 trips of one week or longer, followed by visitors to the Canadian Rockies and Alberta South making an average of 0.4 trips of this nature. Visitors to the large urban centres, and to Alberta Central, will make the least number of trips of one week or longer during this same time frame. See Exhibit 7.

***EXHIBIT 7.** AVERAGE NUMBER OF TRIPS EITHIN ALBERTA BY LENGTH PLANNED BY VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*



Length of Trip

Weekend Trips

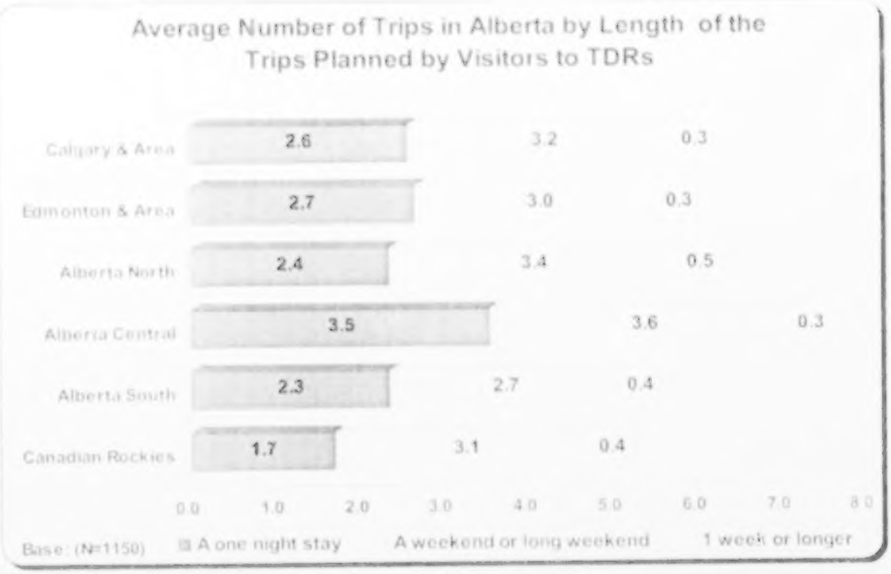
When a review was conducted of the proportion of total number of trips that are planned within the province, it was revealed that more than half of these trips will be made on weekends or long weekends. Respondents planning to travel to the Canadian Rockies (60%) proportionately will make the greatest number of trips on the weekend or long weekend. Respondents planning to travel to the Canadian Rockies and to Alberta Central proportionately (49%) will make the fewest number of weekend and long weekend trips. See Exhibit 8 below

Overnight Trips

Next to weekend and long weekend trips, the most popular travel time period for leisure trips within the province are overnight trips. Respondents with intentions of traveling to Alberta Central (47%) and to Edmonton & Area (45%) will make the most overnight trips. Respondents with plans to travel to the Canadian Rockies and to Alberta North proportionately plan to make the fewest trips on the weekend or long weekend (33% and 37% respectively). Forty-two percent (42%) of remaining three (3) regions are planning an average of three (3) trips of this type over the next month.

Little difference is noted between regions when it comes to trips of one week or longer. Visitors to Alberta North are the exception, as they have plans to make an average of 0.5 trips of one week or longer, followed by visitors to the Canadian Rockies and Alberta South making an average of 0.4 trips of this nature. Visitors to the large urban centres, and to Alberta Central, will make the least number of trips of one week or longer during this same time frame. See Exhibit 7.

EXHIBIT 7. *AVERAGE NUMBER OF TRIPS WITHIN ALBERTA BY LENGTH PLANNED BY VISITORS TO ALBERTA TOURISM DESTINATION REGIONS*



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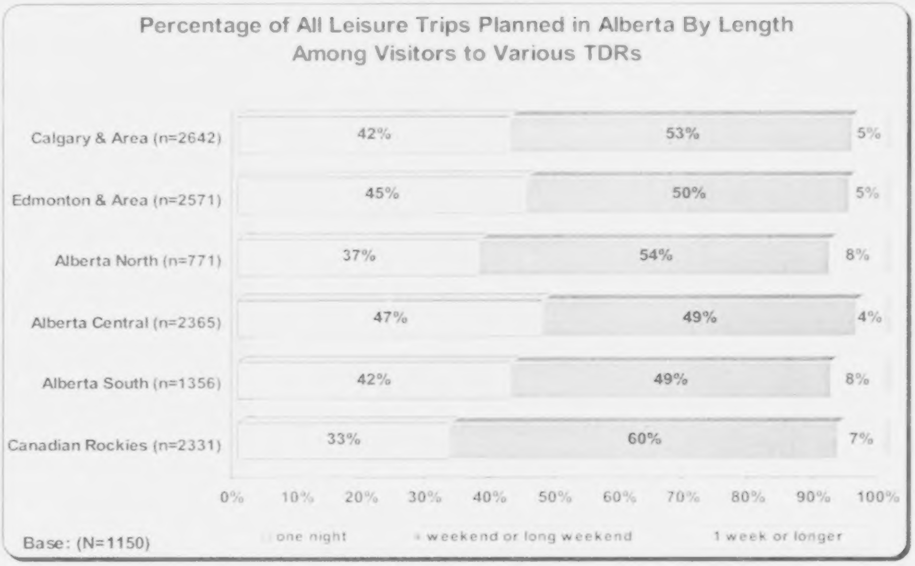
One week and Longer Trips

A much smaller 4% to 8% of trips planned within Alberta are for one week or longer in length. The fewest of these trips are planned by those who plan to visit Alberta Central (4%), and the highest number is planned by travelers who intend to travel to Alberta North (8%) and to Alberta South (8%). See Exhibit 8 below

EXHIBIT 8. *AVERAGE NUMBER OF TRIPS IN ALBERTA BY LENGTH PLANNED BY VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*



A series of questions asked the respondents how many members from their household typically travel on weekend trips and on trips of one week or longer, and the length of time they require to plan both types of trips.

Travel Party Size

Overall, the travel party size ranges from one to seven people, with the average travel group between 2.46 and 2.64 people on weekend trips, and 2.45 and 2.64 people on trips of one week or longer. The most common size of a travel party in Alberta is two (2) people regardless of the Tourism Destination Region they are visiting, and regardless of the length of the trip. See Table 5 on the following page.

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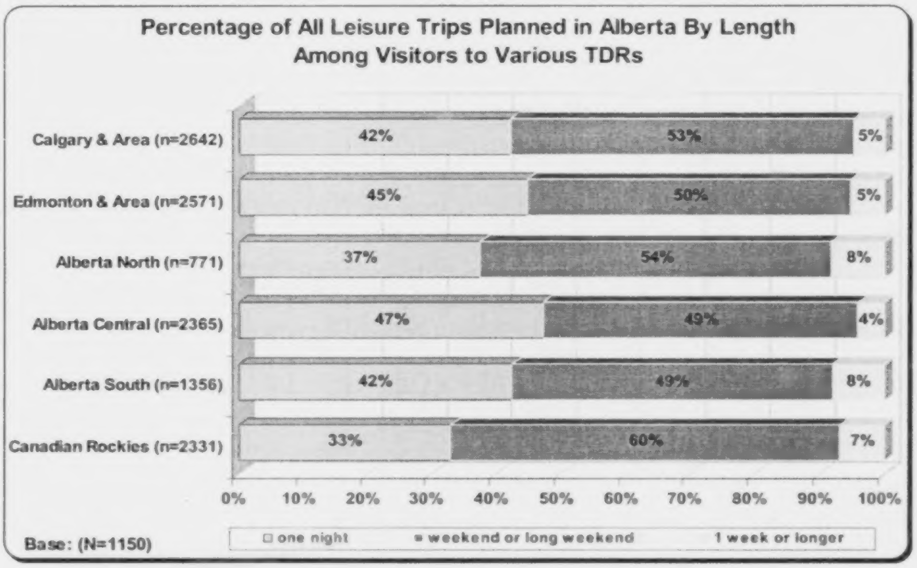

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TABLE 5 TRAVEL PARTY SIZE FOR TRIPS IN ALBERTA BY VISITORS TO TOURISM DESTINATION REGIONS.

Number of members in household traveling on...	Mean (weighted)	Mode (weighted)
A. Weekend trips Among Visitors to:		
Calgary & Area TDR	2.47 persons	2 persons
Edmonton & Area TDR	2.64 persons	2 persons
Alberta North TDR	2.62 persons	2 persons
Alberta Central TDR	2.46 persons	2 persons
Alberta South TDR	2.60 persons	2 persons
Canadian Rockies TDR	2.61 persons	2 persons
B. Trips of one week or longer Among Visitors to:		
Calgary & Area TDR	2.45 persons	2 persons
Edmonton & Area TDR	2.64 persons	2 persons
Alberta North TDR	2.55 persons	2 persons
Alberta Central TDR	2.55 persons	2 persons
Alberta South TDR	2.55 persons	2 persons
Canadian Rockies TDR	2.63 persons	2 persons

Days Required To Plan Leisure Trips

The time required to plan weekend trips reflects the following pattern:

- On average, it takes between 13 and 18 days to plan weekend trips within Alberta, with the most frequent advance planning time of 7 days.
- Respondents who are planning trips to the Alberta North TDR (13 days) and to Edmonton & Area (14 days) require the least amount of time, while the greatest amount of advance planning time is required by visitors to Calgary & Area (18 days), to Alberta Central (17 days) and to the Canadian Rockies (16 days).

The time required to plan one week or longer trips reflects the following pattern;

- On average, it takes between 37 and 51 days to plan trips of one week or longer within Alberta. The most frequently required time to plan this length of trip is one month for trips to all TDRs. The exception is Alberta South where the most frequent time requirement is 14 days and 30 days. Alberta South has the highest number of travelers taking leisure trips who live in the region. This may account for the variation in planning time.
- Similar to weekend trips, respondents, who are planning trips to the Alberta North TDR, on average require the least amount of planning time (38 days). The greatest amount of advance planning time, on average, for a trip of one week or longer is required by visitors to Calgary & Area (51 days) and the Canadian Rockies (48 days). Both of these destinations also required the longest planning time for weekend trips.

See Table 6 on the following page for details.

TABLE 6 *DAYS REQUIRED TO PLAN LEISURE TRIPS IN ALBERTA BY VISITORS TO TOURISM DESTINATION REGIONS.*

Number of days typically required to plan leisure trips within Alberta for...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips Among Visitors to:		
Calgary & Area TDR	**17.80 days**	**7 days**
Edmonton & Area TDR	**13.78 days**	**7 days**
Alberta North TDR	**13.13 days**	**7 days**
Alberta Central TDR	**16.96 days**	**7 days**
Alberta South TDR	**15.47 days**	**7 days**
Canadian Rockies TDR	**16.00 days**	**7 days**
B. Trips of one week or longer Among Visitors to:		
Calgary & Area TDR	**50.88 days**	**30 days**
Edmonton & Area TDR	**43.83 days**	**30 days**
Alberta North TDR	**37.62 days**	**30 days**
Alberta Central TDR	**44.01 days**	**30 days**
Alberta South TDR	**44.29 days**	**14 days 30 days**
Canadian Rockies TDR	**47.99 days**	**30 days**

Accommodation Choice

Respondents were given the opportunity to indicate their typical choice of accommodation for making weekend trips and trips of one week or longer over the six months.

Weekend Trips

Although differences were noted in terms of the degree that a particular accommodation option was chosen, regardless of which region they planned to visit, the first preference was for Hotel/Motel accommodations. Following that choice, the next preference was to stay with family and friends. In all cases, there are a very small percentage of respondents who would choose a Camper/Motor Home or Fifth Wheel while on a weekend trip. The choice of a privately owned cabin or cottage was negligible.

Although full details can be seen in Exhibit 9 on the following page, some of the key differences include:

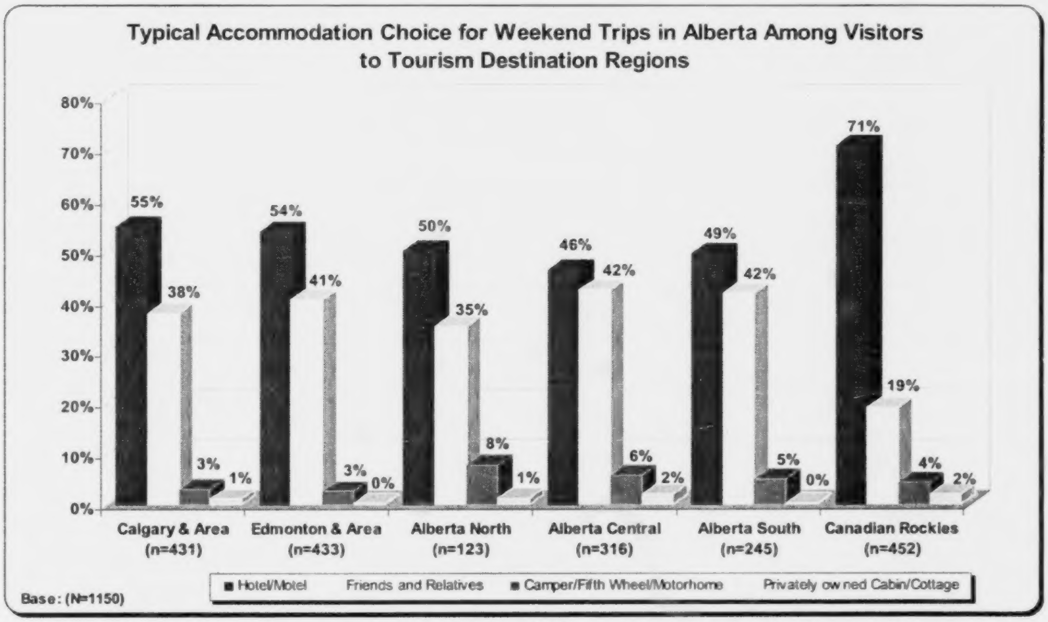
- Respondents planning visits to the Canadian Rockies are by far the most likely to choose Hotel/Motel accommodations for weekend trips (71% compared to 49% to 55% for other TDRs). The next closest, although still notably less, are visitors to Calgary & Area and Edmonton & Area, where 55% and 54% respectively will choose this accommodation option.

  When these three (3) regions are looked at with respect to their second accommodation choice, not surprisingly, all three chose staying with friends and relatives. Little differences were noted between visitors to Calgary & Area and Edmonton & Area when it came to the other accommodation choices (camper/fifth Wheel/motor home and privately owned cabin/cottage). However, although the differences are minor, potential visitors to the Canadian Rockies are very slightly more likely to choose these options, rather than stay with family and friends.

- Respondents planning trips to Alberta Central and Alberta South are the least likely to choose Hotel/Motel Accommodations (46% and 49% respectively), and also the most likely overall to stay with friends and relatives (42% each).
- Although the resulting numbers are still low, respondents planning to visit Alberta North, Alberta Central and Alberta South were the most likely to choose Camper/Fifth Wheel/Motor home as an accommodation (8%, 6% and 5% respectively).

See Exhibit 9 for full details.

EXHIBIT 9. *ACCOMMODATION CHOICE FOR WEEKEND TRIPS AMONG VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*



** Please note: Values for each region do not add up to 100% due to other types of accommodation named, however being of too small of the numbers to report on.*

One Week and Longer

The accommodation choices made for trips of one week and longer were not unlike those made for weekend trips. Although differences were noted in terms of the degree that a particular accommodation option was chosen, with the exception of Alberta North, the first preference is still for Hotel/Motel accommodations. Following that choice, the next preference is to stay with family and friends. In all cases, a much smaller percentage of respondents chose a Camper/Motor Home or Fifth Wheel or a Bed and Breakfast.

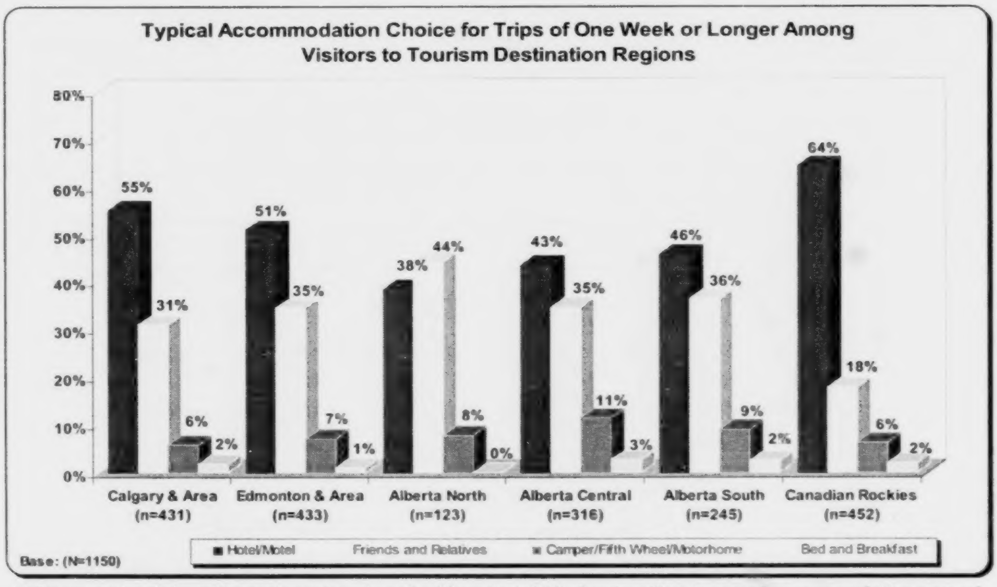
For the most part, what is evident is that, the longer the trip the more likely respondents are to choose to stay with family and friends ahead of staying in a Hotel/Motel. The most notable shift for these two categories was in respondents planning trips to Alberta North where 44% will choose staying with family and friends, and 38% will choose a Hotel/Motel.

Although full details can be seen in Exhibit 10 some of the key findings include:

- With the exception of Calgary & Area, the remaining TDRs noted a drop in respondents who would choose the Hotel/Motel accommodation when making trips of one week or longer. This drop ranged from 3% fewer up to 12% fewer. However, this did not mean an increase in staying with family and friends as in all cases this option also decreased from 1% to 7% fewer.
- Calgary & Area remained at 55% who would choose the Hotel/Motel option for a stay of one week or longer. However, fewer will stay with family and friends but will rely more on a Camper/Fifth Wheel/Motor home and other options.
- Alberta North reflected the greatest shift in accommodation choices compared to weekend trips, with 12% fewer choosing to stay in a Hotel/Motel while on a longer stay, and 9% more choosing to stay with family and friends.
- Visitors to the Canadian Rockies no only decreased their choice of a Hotel/Motel for this longer stay; they also decreased staying with family and friends. They increased their choice of other accommodation options. Regardless, the Hotel/ Motel choice is still the highest for all regions and the most dominant for visitors to the region.
- Although Calgary & Area maintained the same level of choice for Hotel/Motel accommodations as they do for weekend trips, they did not increase staying with family and friends. Like others, they increased their choice of other accommodation options.

See Exhibit 10 for full details.

EXHIBIT 10. *ACCOMMODATION CHOICE FOR TRIPS OF ONE WEEK OR LONGER AMONG VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*



** Please note: Values for each region do not add up to 100% due to other types of accommodation named, however being of too small of the numbers to report on.*

3.1.6 Activities

Survey respondents were read a listing of various activities they could participate while on their trips. They were asked to indicate for each activity how likely or unlikely they were to participate. This question was rated on a scale of 1 to 4, with 4 being very likely to participate. Scores noted in Table 7 are based on 1150 survey respondents, and on 4 being the best possible score.

As can be seen in Table 7, regardless of their destination, respondents indicated they were most likely to visit family or friends while on a leisure trip. The mean for this question was 3.8 out of 4 for five of the six regions. The exception to this was visitors to the Canadian Rockies were a mean of 3.4 out of 4 was recorded. The second activity that respondents said they were very likely to participate in was indoor leisure activities which recorded a mean ranging from 3.2 to 3.4 out of 4. Indoor leisure activities include activities such as shopping, going to nightclubs and casinos, or attending amusement or water parks.

Also not surprising, was the finding that respondents with intentions to travel to the Canadian Rockies, recorded a mean over 2.0 when asked if they planned to participate in about downhill skiing, x-country skiing, or snowboarding on their leisure trips.

Other factors that stood out include:

- Respondents traveling to Alberta North were the most likely to have intentions of snowmobiling, followed closely by visitors to Alberta Central and the Canadian Rockies. (mean = 1.7 and 1.6 respectively)
- Respondents traveling to the Canadian Rockies, Alberta Central, Alberta North and Calgary & Area were the most likely to participate in Outdoor Recreation (2.5 & 2.6 out of 4). This includes activities such as hiking, ice-fishing, skating, hockey, snowshoeing or hunting.
- Visiting Museums and Historic Sites were the most likely to appeal to travelers planning to visit Alberta South (m=2.8), the Canadian Rockies, Alberta North and Edmonton & Area (all Mean=2.6).
- Travelers with intentions of participating in festivals and cultural activities were the most likely to be visiting Alberta South and Edmonton & Area (Mean = 2.7).
- Various attractions held the most appeal for visitors to Calgary & Area (Mean = 2.8) and Edmonton & Area (mean=2.9). Attractions could include destinations such as the Calgary Zoo, West Edmonton Mall, the Odyssium, and the Glenbow Museum.
- Although participation in Day Spas or Destination Spas was low (Mean=1.2) , visitors to he Canadian Rockies were the most likely to pick this activity.
- Spectator Sports and Entertainment received the highest rating for participation among respondents planning trips to Calgary & Area and Edmonton & Area (Mean=2.0 each).

The activities that all respondents, regardless to which TDR they plan to visit, are very unlikely to participate in during their intended leisure trips are: Canadian Finals Rodeo, outdoor adventure and day or destination spas. See Table 7 on the following page.

TABLE 7 *LIKELIHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES BY VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*

	VISITORS TO :					
Q.10 Activities (N=1150)	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
Downhill Skiing or Snowboarding	2.1	2.1	1.8	1.9	2.0	2.9
X-Country Skiing	1.5	1.5	1.5	1.5	1.5	2.0
Snowmobiling	1.5	1.5	1.7	1.6	1.5	1.6
Outdoor Recreation	2.5	2.3	2.5	2.5	2.2	2.6
Outdoor Adventure	1.2	1.2	1.2	1.1	1.1	1.3
Indoor Winter Sports	2.1	2.1	2.0	2.2	2.0	2.1
Museums and Historic Sites	2.5	2.6	2.6	2.5	2.8	2.6
Canadian Finals Rodeo	1.1	1.2	1.2	1.1	1.1	1.1
Festivals and Cultural Activities	2.5	2.7	2.6	2.6	2.7	2.6
Indoor leisure activities	3.4	3.4	3.3	3.2	3.3	3.2
Visit Friends & Relatives	3.8	3.8	3.8	3.8	3.8	3.4
Attractions	2.8	2.9	2.4	2.6	2.6	2.3
Organized Sports Events	1.9	1.8	1.6	1.9	1.7	1.6
Spectator Sports and Entertainment	2.0	2.0	1.7	1.8	1.8	1.8
Day Spa or Destination Spa	1.5	1.4	1.4	1.4	1.4	1.6

3.1.7 Factors Affecting Travel intentions

Respondents were asked to indicate if a series of local and global economic trends had negatively influenced their decision to travel over the next six months. If their plans had been influenced they were asked to indicate the impact of this influence.

When this question was evaluated by TDR, between 31% and 42% indicated their travel plans for the next six months had been negatively influenced. The plans of travelers to Alberta Central (42%) and Alberta North (42%) were more influenced than other travel groups. Visitors to the Canadian Rockies reported being the least influenced (31%).

In terms of local economic conditions that had influence, "increasing fuel prices" was named the most often, and was a factor in varying degrees within each Region. Visitors to the Canadian Rockies reported the least impact from this factor of any of the regions (18% vs. 26% to 30% in other regions). Next to this "the rising Canadian dollar" had the most influence across all regions, with Alberta North (14%) and Alberta Central (13%) reporting the most influence. Again this influence had the least impact on visitors to the Canadian Rockies (6% vs. 11% to 14% in other regions). "Lower interest rates" also played a role.

Influence from a global standpoint primarily included "9/11 and terrorism in general" and a "general economic slowdown". Respondents with plans to travel to Calgary & Area (11%) and Edmonton & Area (11%) were the most influenced with the "911/terrorism in general" factor. Respondents with plans to visit Alberta North (8%), the Canadian Rockies (8%) and Alberta

Central (8%) were the least impacted. The "general economic slowdown" had the greatest impact on visitors to Alberta North (12%). See Table 8 on the following page for full details.

TABLE 8. *LOCAL OR GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*

Q.15A Have any global events made an impact on your travel plans for the next 6 months? (N=1,150)	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
Yes	41.20%	38.40%	42.30%	42.50%	40.40%	31.40%
Q.15B Which events in particular have made an impact?	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
Increasing fuel prices	26.4%	25.7%	30.0%	30.1%	29.3%	18.5%
The rising Canadian dollar	11.8%	11.6%	13.7%	13.0%	11.4%	6.2%
911/terrorism in general	10.9%	11.4%	8.4%	8.1%	9.1%	8.1%
General Economic slowdown	10.0%	11.3%	12.5%	8.3%	11.1%	6.1%
Lower Interest Rates	8.0%	6.6%	6.6%	8.3%	8.6%	5.4%
Dampening of global capital markets	2.6%	3.6%	1.9%	3.6%	1.2%	3.0%
Other	1.0%	1.0%	0.1%	1.7%	0.4%	0.7%

When it came to the impact of negative factors on their travel, the most frequent impact was "taking fewer trips", "staying Closer to home and only traveling in Alberta". Other less frequently mentioned factors included "not flying at all", or "staying at home and not traveling anywhere".

When impact was evaluated by TDR, travelers s planning trips to Calgary & Area and to Alberta North were the most likely to be "taking fewer trips" (20% in each region). Respondents planning trips to the Canadian Rockies were the least likely to give this outcome. Respondents planning trips to Alberta Central, Alberta North and Edmonton & Area were somewhat more likely to say they would be "staying close to home and traveling more in Alberta. The most notable reaction to any global or local trends from respondents planning to take trips to the Canadian Rockies was that they would "be staying close to home and traveling in Alberta" (13%).

Smaller numbers reported the remainder reactions to global and local influences listed in Table 9 on the following page.

A variety of reactions that impacted travel decisions were offered. Some of the more frequently mentioned responses included "not traveling to the USA" because of 911 and terrorism in general. Others are taking shorter trips due to increasing fuel prices and general doing more planning. However, the raising Canadian dollar and lower interest rates were having the opposite effect by motivating more traveling in general. Some said they were limiting travel to North America.

TABLE 9. *TYPE OF IMPACT ON TRAVEL PLANS OF VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*

Type of Impact on visitors to Tourism Destination Regions in Alberta travel plans between November 2003 and April 2004.	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
Taking fewer trips	19.4%	17.4%	19.5%	17.1%	17.7%	9.40%
Staying close to home - traveling in Alberta	14.7%	15.4%	15.0%	17.6%	14.6%	13.2%
Not flying - only driving	4.7%	4.6%	2.9%	3.8%	3.6%	2.3%
Don't Know	1.2%	2.7%	1.1%	2.6%	2.1%	2.3%
Staying at home, not traveling anywhere	0.4%	0.3%	1.3%	0.0%	0.0%	0.5%
Other;	11.6% (54)	15.4% (53)	14.6% (18)	15.4% (54)	13.5% (33)	10.0% (45)
• Not traveling to US	8	7	1	1	4	6
• Shorter Trips	8	8	2	7	6	6
• Traveling more	8	4	1	5	4	2
• Traveling in North America	7	6	2	4	2	2
• Fuel prices effect traveling	4	3	0	4	2	1
• Not traveling internationally	3	1	1	1	1	3
• Careful planning / More cautious	3	3	1	5	1	3
• Better exchange rate/Rising Cnd dollar encourages travel to US/Outside Canada	3	6	3	4	2	2
• Not traveling to Mexico	2	1	0	1	1	0
• Staying/Traveling in Canada	2	0	0	3	1	3
• Travel too expensive	2	4	1	4	5	5
• Watching budget more to have finances for travel	0	0	1	1	1	3
• Various Others	4	8	5	8	3	10

3.1.8 Advertising / Information Sources

Information Sources

Respondents were asked what information sources they rely on when planning trips their trips within Alberta. The most frequently mentioned source by all respondents, regardless of the TDR, was the Internet. Respondents planning trips to the Canadian Rockies reported the highest reliance on this source (60%), while closer to 50% of visitors to the other TDRS gave this answer.

The next most common information sources included relying of information from family and friends, and on their own previous experiences. Respondents planning to visit Alberta Central were the most likely to say they rely on advice from family and friends (54% compared to others at less than 50%). Visitors to the Canadian Rockies were the least likely to rely on this source (39%).

Relying on their own previous experience was the third most popular source with little difference noted between the TDRs for this source.

Following the three top sources, the AMA was supported by 19% to 23% of all travelers as a source they rely on. Visitors to Alberta Central (25%), Canadian Rockies and Calgary & area (23% for both) named this source the most often. Other sources such a newspapers, brochures and pamphlets were also mentioned by a reportable number of respondents. Refer to able 10 on the following page for more details.

TABLE 10. *TRAVEL INFORMATION SOURCES USED BY VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*

	Most Popular Information Sources Among Visitors To:					
	Calgary & Area (n=431)	Edmonton & Area (n=433)	Alberta North (n=123)	Alberta Central (n=316)	Alberta South (n=245)	Canadian Rockies (n=452)
Internet in General	53%	54%	47%	51%	53%	60%
Friends/Family/Word of Mou	49%	47%	47%	54%	45%	39%
Previous experiences/visits	43%	44%	38%	44%	45%	42%
AMA	23%	19%	20%	25%	19%	23%
Newspapers	16%	15%	13%	15%	17%	16%
Brochures and Pamphlets	11%	10%	15%	13%	11%	11%

Specific websites were only named by a few, with the Travel Alberta Website mentioned the most often, followed by the AMA website. A very small number of respondents got as specific as naming the Edmonton Tourism or Tourism Calgary websites. See Table 11.

TABLE 11. *WEBSITES USED BY VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*

	Calgary & Area (n=431)	Edmonton & Area (n=433)	Alberta North (n=123)	Alberta Central (n=316)	Alberta South (n=245)	Canadian Rockies (n=452)
Travel Alberta Website	6%	7%	13%	9%	7%	10%
AMA Website	3%	4%	2%	5%	4%	5%
Edmonton Tourism Website	1%	2%	1%	1%	1%	1%
Tourism Calgary Website	0%	2%	0%	1%	1%	2%

Advertising

As a last category, respondents were asked if they recalled seeing, hearing or reading any advertising about travel in the previous two to three months. Around half of all respondents indicated recall. The highest recall was reported by respondents with intentions of traveling to Calgary & Area (58%). Respondents with intentions of traveling to Edmonton & Area , Alberta Central, The Canadian Rockies and to Alberta North all reported recall by 55% and 56%. The lowest recall was respondents with plans to visit Alberta South (53%).

Although recall was reasonably high, when asked for specific details on what they had seen or heard responses were very limited. Respondents who could give specifics most often mentioned they had seen or heard Travel Alberta commercials or ads, or advertising related to the Canadian Rockies, and ski destinations to Mountain Parks. More detailed information is provided in Table 12 on the following page, and in the six regional profiles in the following section of this report.

TABLE 12. *ADVERTISING RECALLED BY VISITORS TO ALBERTA TOURISM DESTINATION REGIONS.*

	Calgary & Area n=431	Edmonton & Area n=433	Alberta North n=123	Alberta Central n=316	Alberta South n=245	Canadian Rockies n=452
Do not recall any advertising	42%	44%	45%	44%	47%	44%
Recalls seeing, hearing or reading advertising about travel	58%	56%	55%	56%	53%	56%
Travel Alberta	9%	8%	16%	7%	9%	12%
Rockies/Skiing	7%	7%	4%	8%	8%	11%
Edmonton & Calgary area and attractions	3%	3%	1%	3%	3%	1%
Activities	3%	2%	1%	3%	2%	1%
Alberta in general	3%	3%	1%	2%	2%	2%
West Edmonton Mall/ Fantasy Land Hotel	1%	3%	0%	1%	0%	1%
Kananaskis	0%	1%	1%	1%	1%	0%
Other	6%	6%	8%	7%	5%	5%
Did not specify	16%	11%	13%	11%	13%	12%
Does not recall	11%	14%	10%	14%	10%	12%

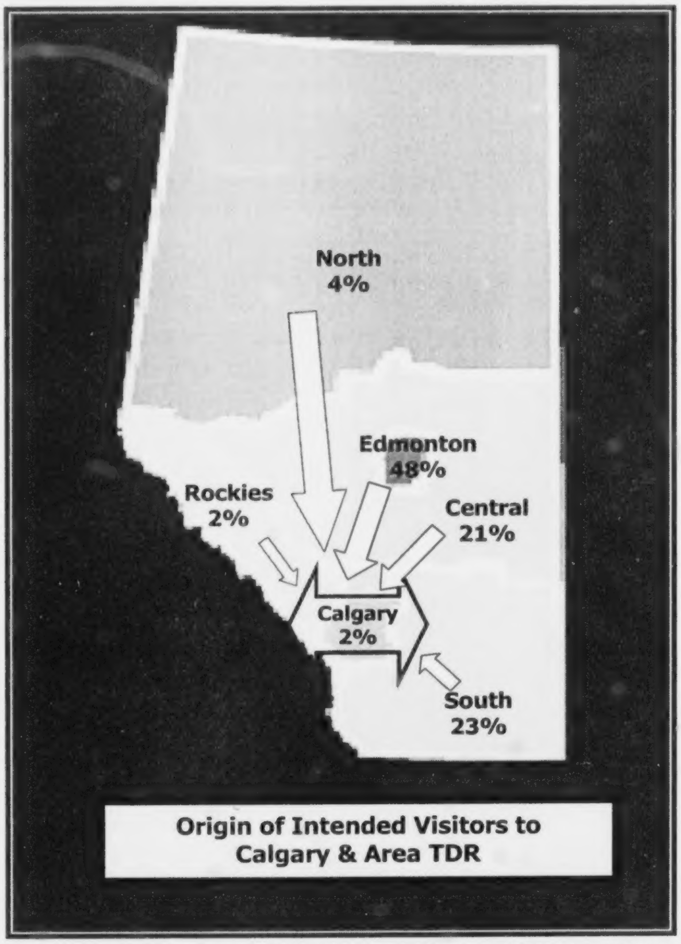
4.0 PROFILE OF VISITORS TO TOURISM DESTINATION REGIONS

4.1 TOURISM DESTINATION REGION: CALGARY & AREA (N=431)

4.1.1 VISITOR ORIGIN

Based on weighted results, over 334,000 of Alberta households are planning to make leisure trips to the Calgary and Area region sometime between November 1, 2003 and April 30, 2004. As can be seen in Exhibit 11, almost half (48%) will come from the Edmonton & Area TDR alone. Other notable number of visitors will come from Alberta South (23%) and Alberta Central (21%), while leisure travel from the remaining regions of Alberta North and the Canadian Rockies is comparatively lower. The small number of leisure trips planned by residents within the region is not surprising, considering that only trips of 80 km or more away from home qualified for the study.

EXHIBIT 11. *VISITORS TO CALGARY & AREA TOURISM DESTINATION REGION**



**Please note that these results do not take into account the frequency of planned visits to each key destination*

4.1.2 VISTOR DEMOGRAPHICS

People with plans to visit this region have the following demographic breakout:

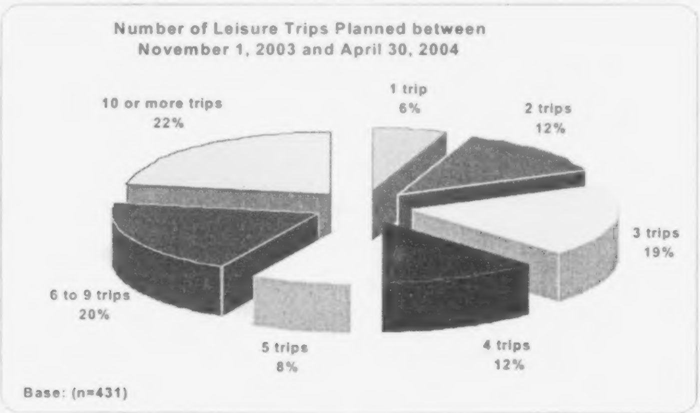
- The highest number of respondents to say they are planning to visit Calgary & Area (45%) are between the ages of 35 and 54, 18% are between the ages of 24 and 34, and 23% are over the age of 55.
- Half (50%) of these visitors, or approximately 167,000 households, have annual household incomes higher than $50,000.
- Almost forty percent (39%), or about 164,000 households, are described as 2 adults with children, and 38%, or close to 127,000 households, are made up of 2 adults without children. Another 14%, or almost 47,000 households, are made up of single adults.
- Fifty-two percent (52%) of these travelers are AMA members. This is the highest number of membership along with visitors to the Canadian Rockies.

Detailed demographic information can be found in Appendix II

4.1.3 VISITOR TRAVELING INTENTIONS

The mean number of all planned trips for visitors to this area, both within Alberta and outside the province, is 7.5 trips, while the most frequently planned number of trips over the next six months is three (3). Almost sixty percent (57%) of these respondents indicated they plan to make one to five trips over the six months within the province. Twenty percent (20%) plan to make between six and nine trips, and the remaining 22% intend to make more than 10 trips. (The reader should note that the response to this question represents the respondent's overall trips not the specific number of trips to this specific region) See Exhibit 12.

EXHIBIT 12 *NUMBER OF ALL LEISURE TRIPS PLANNED BY VISITORS*

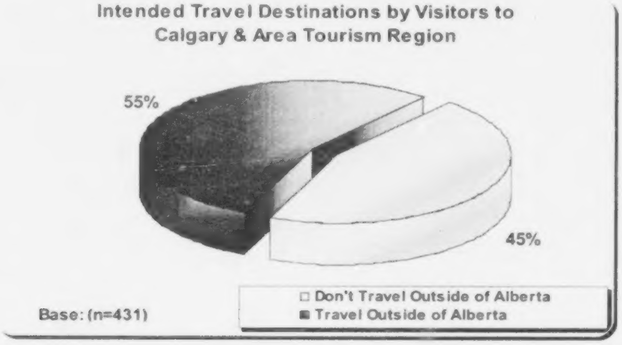


Two-thirds (66%) of Albertans who are planning to take leisure trips to the Calgary & Area region said they are planning to make the same number of trips within Alberta this year as last year, slightly less than one-quarter (22%) intend to make more trips than last year, and 12% will make fewer trips.

The majority of trips planned within Alberta by these respondents will take place during the months of December (76%) and February (66%). The least number of trips will be taken during the month of November (40%). More than sixty percent (62%) of these travelers plan to make trips during both January and March, while 59% are planning trips for the month of April.

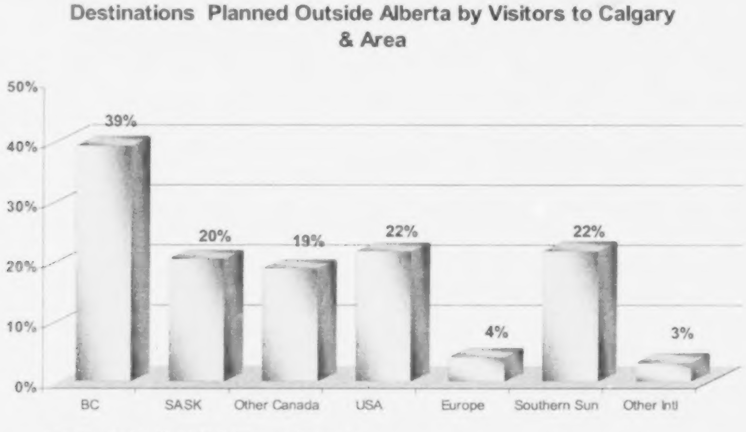
More than half of these same visitors (55%) also plan to travel to destinations outside of Alberta (See Exhibit 13 below). Of those, less than a third (29%) said they will make at least one trip and 44% percent intend to make up to two trips. Overall in this group of respondents, half (52%) intend to make from one to four trips outside of the province.

EXHIBIT 13 *INTENDED TRAVEL DESTINATIONS BY VISTORS TO CALGARY & AREA*



Although these respondents have plans to travel outside the province, the majority of these trips will be to destinations within Canada. This primarily includes trips to British Columbia (39%), followed by trips to Saskatchewan (20%) and other areas of Canada (19%). The highest number of international trips is planned to the United States (22%) and to Southern Sun (22%) locations. See Exhibit 14.

EXHIBIT 14 *NUMBER OF LEISURE TRIPS PLANNED OUTSIDE ALBERTA BY VISTORS TO CALGARY & AREA.*

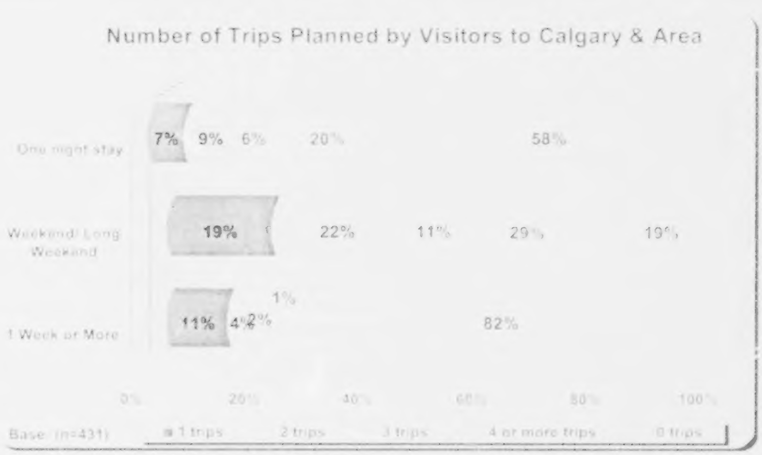


4.1.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Trips over weekends or long weekends dominate the travel plans of visitors to this area. As can be seen in Exhibit 15 the majority (81%) intend to make one or more **trips over a weekend, or** long weekend, while half (52%) intend to make fewer than three weekend or long weekend trips during this time frame.

More than forty percent (42%) are planning to make over-night trips to the region, with a much smaller 18% planning to make it into a trip of one week or longer. Travelers planning overnight trips, will primarily make one to four of these trips (25%) over the next six months. By comparison, if planning trips of one week or more they will generally only make one of these trips during the same time period. See Exhibit 15.

EXHIBIT 15 *NUMBER OF LEISURE TRIPS PLANNED WITHIN ALBERTA BY VISITORS TO CALGARY & AREA BY THE LENGTH OF A TRIP*



Travel Party Size

The size of travel parties to the Calgary & Area TDR ranges between one to seven people, with the average travel group being made up of 2.47 people on weekend trips, and 2.45 people on trips of one week or longer. The most common travel party size is two (2) people. See Table 13 below.

Days Required to Plan Leisure Trip

Visitors to Calgary & Area indicated that it takes them, on average, 17.8 days to plan a weekend trip, while on average, a trip of one week or longer will take them up to 50.88 days to plan. The most likely time required to plan weekend trips is 7 days, and the more likely time frame for planning trips of one week or longer is one month. See Table 13 on the following page.

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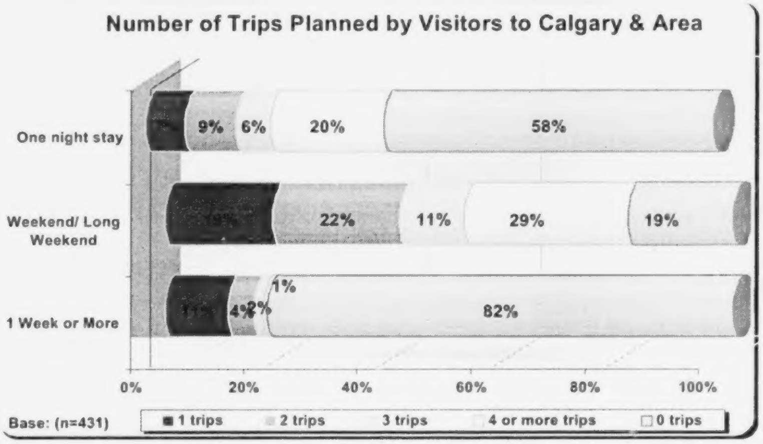

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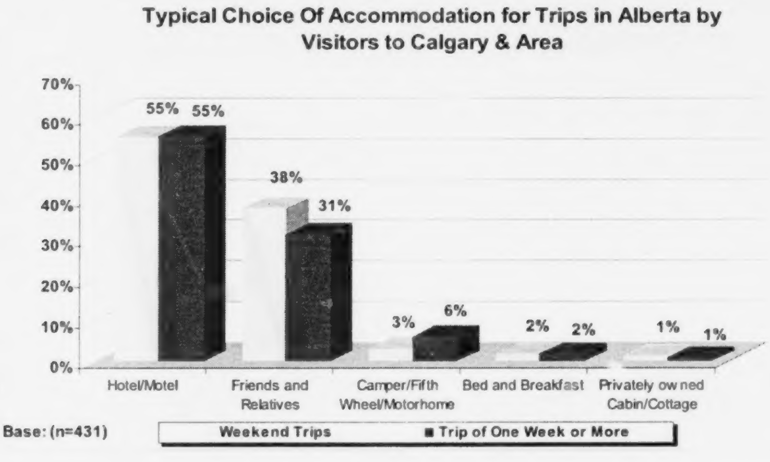
TABLE 13. *TRAVEL PARTY SIZE AND DAYS REQUIRED TO PLAN LEISURE TRIPS IN ALBERTA BY VISITORS TO CALGARY & AREA.*

Number of members in household traveling on...	Mean (weighted)	Mode (weighted)
A. Weekend trips (n=430)	2.47 persons	2 persons
B. Trips of one week or longer (n=361)	2.45 persons	2 persons
Number of days in advance typically required to plan leisure trips within Alberta for...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=427)	17.80 days	7 days
B. Trips of one week or longer (n=348)	50.88 days	30 days

Accommodation Choice

Regardless of the length of the trip, the most common accommodation chosen by more than half (55%) of those who plan to travel to this region is a hotel or motel. Staying with friends and family is the next most popular option. The option of staying with family and friends is only slightly more likely to be chosen (38%) when making weekend trips, compared to trips of one week or longer (31%). A very small six percent said they would use a Camper/Motor Home, or a fifth-wheeler when taking trips of more than one week, while fewer (3%) will pick this option for a weekend trip. The remaining accommodation options are only chosen by a very small group of travelers. See Exhibit 16 below.

EXHIBIT 16 *ACCOMMODATION CHOICE FOR TRIPS WITHIN ALBERTA BY VISITORS TO CALGARY & AREA.*



4.1.5 ACTIVITIES

A high 91% of all visitors to Calgary & Area indicated they would be visiting family and friends by the activities they chose. In addition to participating in activities associated with visiting family and friends, close to two-thirds (65%) indicated they will very likely engage in indoor leisure activities, and over forty percent (43%) are very likely to visit a variety of attractions. Other activity options did not appear to be as popular during this travel time, as a much smaller one-third (33%) of respondents indicated they are very likely to participate in outdoor recreation activities, visit museums and historic sites (32%), or participate in festivals and cultural activities (32%).

Some of the less popular activities during this time period include x-country skiing, snowmobiling, indoor winter sports or attending day or destination spas. (Detailed information is provided in Table 14 on the following page).

Two activity categories that visitors to the Calgary & Area region are *very unlikely* to participate in regardless of their travel destination include: Canadian Finals Rodeo (97%) and outdoor adventure (90%) activities. See Table 14.

TABLE 14 *LIKEHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES BY VISTORS TO CALGARY & AREA.*

VISITORS TO CALGARY & AREA TOURISM DESTINATION REGION					
Q.10 Activities (n=431)	**Likelihood of Participating in...**				
	Very Unlikely	**Somewhat Unlikely**	**Somewhat Likely**	**Very Likely**	**Don't Know**
Downhill Skiing or Snowboarding	58.60%	3.70%	7.90%	29.10%	0.70%
X-Country Skiing	77.70%	5.10%	6.30%	10.70%	0.20%
Snowmobiling	78.80%	3.00%	6.00%	11.60%	0.50%
Outdoor Recreation	41.10%	3.50%	22.30%	33.20%	0.00%
Outdoor Adventure	90.50%	2.50%	3.90%	3.00%	0.00%
Indoor Winter Sports	55.70%	3.90%	11.80%	28.30%	0.20%
Museums and Historic Sites	39.10%	8.40%	20.70%	31.60%	0.20%
Canadian Finals Rodeo	97.20%	0.70%	0.20%	0.20%	1.60%
Festivals and Cultural Activities	38.60%	6.70%	20.90%	31.90%	1.90%
Indoor leisure activities	12.80%	2.10%	19.30%	65.30%	0.50%
Visit Friends & Relatives	4.60%	0.20%	4.60%	90.50%	0.00%
Attractions	26.50%	6.50%	23.30%	43.50%	0.20%
Organized Sports Events	65.50%	2.80%	13.00%	17.80%	0.90%
Spectator Sports and Entertainment	57.10%	4.40%	15.80%	22.00%	0.70%
Day Spa or Destination Spa	79.60%	3.00%	8.60%	7.90%	0.90%

4.1.6 FACTORS AFFECTING TRAVEL INTENTIONS

Forty percent (41%) of all respondents who said they are planning to make leisure trips to Calgary & Area indicated that their travel plans between November 1, 2003 and April 30, 2004 were negatively influenced by recent global events or local economic conditions.

Local economic conditions, such as *"increasing fuel prices"* (26%),*"the rising Canadian dollar"* (12%), and *"lower interest rates"* (8%) appear to have the greatest influence on their travel plans.

These influences are followed by global events such as, "*9/11 and terrorism in general*" (11%), "*a general economic slowdown*" (10%), See Table 15.

TABLE 15: *LOCAL AND GLOBAL EVENTS INFLUENCING TRAVEL PLANS OF VISITORS TO CALGARY & AREA.*

Global or Local events that negatively influenced travel plans	
Increasing fuel prices	26.40%
The rising Canadian dollar	11.80%
911/terrorism in general	10.90%
General Economic slowdown	10.00%
Lower Interest Rates	8.00%
Dampening of global capital markets	2.60%
Other	1.00%
(Multiple Response) (n=431)	

While some of the influencing factors had a negative impact on travel plans, others had a positive impact. When asked how these events impacted their travel plans, from a negative standpoint 20% indicated they are "*taking fewer trips*", while on a positive note 16% indicated they are "*staying closer to home* – and *traveling within the province*". A smaller 5% indicated they have stopped flying all together and will only take driving trips.

Table 16 below lists a variety of other ways that the travel plans of visitors to the Calgary & Area Region have been impacted. Some indicated that recent events have prevented them from traveling to the United States. Others are only considering travel within North America (USA and Mexico), or are simply taking shorter trips in general. On the other hand, some are traveling more often now due to the better exchange rate on the Canadian dollar.

TABLE 16 *TYPE OF IMPACT ON TRAVEL PLANS OF VISITORS TO CALGARY & AREA.*

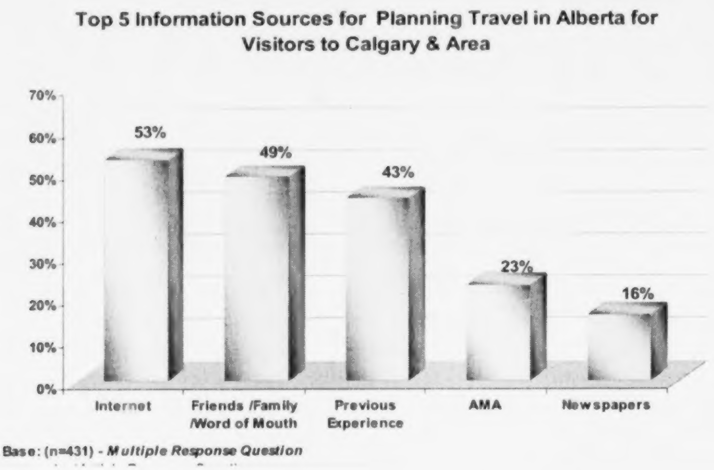
Type of Impact on travel plans between November 2003 and April 2004	
Taking fewer trips	20.20%
Staying close to home - traveling in Alberta	16.50%
Other;	12.5% (54)
• Not traveling to US	(8)
• Shorter Trips	(8)
• Traveling more	(8)
• Traveling in North America	(7)
• Fuel prices effect traveling	(4)
• Not traveling internationally	(3)
• Careful planning / More cautious	(3)
• Better exchange rate/Rising Cdn. dollar encourages travel to US/Outside Canada	(3)
• Not traveling to Mexico	(2)
• Staying/Traveling in Canada	(2)
• Travel too expensive	(2)
• Various Others	(4)
Not flying - only driving	4.60%
Don't Know	1.20%
Staying at home, not traveling anywhere	0.50%
(Multiple Response) (n=431)	

4.1.7 ADVERTISING/INFORMATION SOURCES

INFORMATION SOURCES

When asked about the information sources they rely on to plan their leisure trips within Alberta, more than half (53%) identified the Internet as a key source. Almost as many again, said they also make their travel plans based on their own experiences (49%), or from information they receive from friends and family or by word-of-mouth (43%). Other information sources some rely on include the AMA (23%) and various newspapers (16%). See Exhibit 17.

EXHIBIT 17 *TRAVEL INFORMATION SOURCES USED BY VISITORS TO CALGARY & AREA.*



When it came to naming the specific websites they accessed, the Travel Alberta website was named by 6%, followed by the AMA website (3%). An even smaller number said they rely on the Tourism Calgary or Edmonton Tourism websites. See Table 17.

TABLE 17 *SPECIFIC WEBSITES USED BY VISITORS TO CALGARY & AREA TO PLAN TRAVEL IN ALBERTA*

Websites Used To Plan Trips	Frequency	% of Total
Travel Alberta Website	27	6.3%
AMA Website	15	3.5%
Tourism Edmonton Website	5	1.1%
Tourism Calgary Website	1	0.3%
Base: (n=431)		

ADVERTISING

When advertising and promotional campaigns were discussed, a substantial number (58%) of respondents who indicated they would visit this region said they had seen or heard travel related advertising over the past two to three months. However, when asked to report specific details, responses were limited. Of all the respondents who are planning to visit this region 27% were either unable to recall specifics about what they saw (11%), or were unable to describe it in any detail (16%); at most, they could identify the media source. Respondents who were able to describe what they had seen or heard, most often said they were ads for Travel Alberta (9%), or advertising related to the Canadian Rockies, and ski destinations in the Mountain Parks (7%).

A much smaller number of respondents remembered seeing advertising that included general information about attractions in Edmonton and Calgary (3%), or recreational activities and outdoor sports (3%). See Table 18.

TABLE 18 *ADVERTISING RECALLED BY VISITORS TO CALGARY & AREA.*

ADVERTISING DESCRIPTION	Frequency	% of Total
Do not recall any advertising	**179**	**41.5%**
Recalls seeing, hearing or reading advertising about travel	**252**	**58.5%**
• Travel Alberta	39	9.0%
• Rockies/ Skiing/ Mountain Parks	31	7.2%
• Edmonton & Calgary area and attractions	14	3.2%
• Activities/ Outdoor Sports	12	2.8%
• Alberta in general	11	2.6%
• West Edmonton Mall/ Fantasy Land Hotel	2	0.5%
• Kananaskis	1	0.2%
• Other	26	6.0%
• Did not specify	68	15.8%
• Can't remember	47	10.9%
Base: (n=431)		

Three-quarters of respondents who said they had seen, heard or read advertising about travel in Alberta, recalled that it was on television (27%). Another twenty percent (21%) recalled it from newspapers and 12% referred to brochures. A very small 4% indicated the Internet as the advertising source, regardless that this same medium was named earlier as the most popular information source. See Table 19.

TABLE 19 *MEDIA SOURCE OF ADVERTISING SPECIFIED BY VISITORS TO CALGARY & AREA.*

MEDIA SOURCE*	Frequency	% of Total
TV	68	27.0%
Newspaper	52	20.6%
Brochures	31	12.3%
AMA / AMA Magazine	24	9.5%
Radio	14	5.6%
Magazines	13	5.2%
Internet	9	3.6%
Billboards	3	1.2%
Other	34	13.5%
Does not recall	47	18.7%
Base: (n=252)		

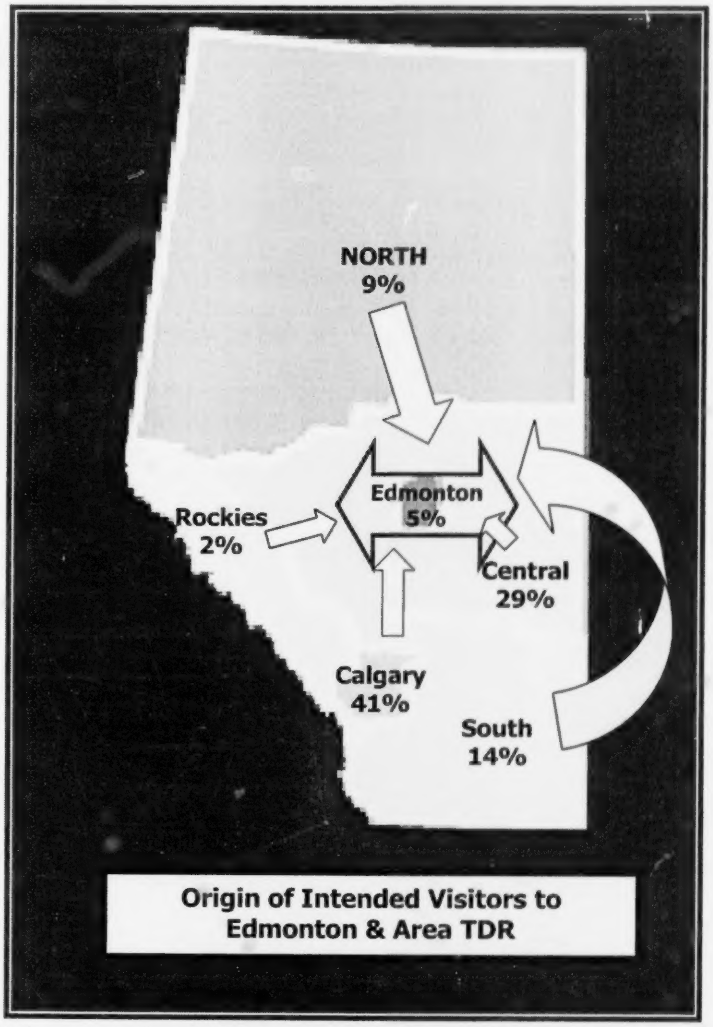
** Question treated as Multiple Response as some reporndents specified more than one media source.*

4.2 TOURISM DESTINATION REGION: EDMONTON & AREA (N=433)

4.2.1 VISITOR ORIGIN

Based on weighted results, over 335,000 households are planning to make leisure trips to the Edmonton & Area Region sometime between November 1, 2003 and April 30, 2004. As can be seen in Exhibit 18, almost three-quarters of all visitors to this region are from two dominant regions; 41% originate from Calgary & Area and 29% are from Alberta Central. A smaller number of visitors (14%) are from Alberta South and 9% are from Alberta North. The small number of leisure trips planned within the region itself is not surprising considering that only trips of 80 km or more away from home were qualified for the study.

EXHIBIT 18. *VISITORS TO EDMONTON & AREA TOURISM DESTINATION REGION**


NORTH
9%
Edmonton
5%
Rockies
2%
Central
29%
Calgary
41%
South
14%
Origin of Intended Visitors to Edmonton & Area TDR

**Please note that these results do not take into account the frequency of planned visits to each key destination*

4.2.2 VISITOR DEMOGRAPHICS

People with plans to visit this region have the following demographic breakout:

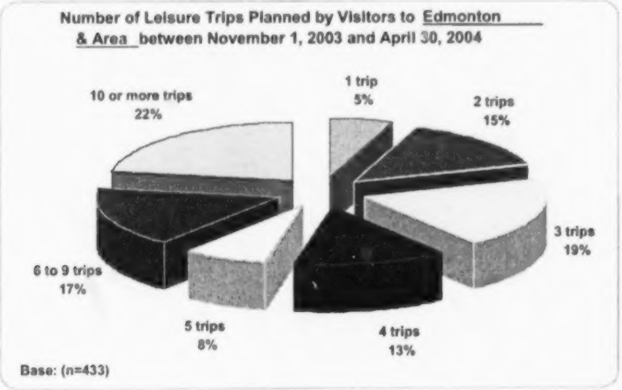
- Half of the respondents who plan to visit Edmonton & Area (48%) are between the ages of 25 and 44 and another 19% are between the ages of 45 and 54. Eighteen percent (18%) are age 55 and older. Compared to the other TDRs, Edmonton & Area has the highest number of people between the ages of 25 and 44 planning to visit the region.
- Just over half (55%) of these visitors, or almost 185,000 households, have incomes higher than $50,000. This is the second highest income travel group next to visitors to the Canadian Rockies.
- More than forty percent (45%), or around 151,000 households are described as comprised of 2 adults with children. Another 38%, or around 127,000 households, have 2 adults without children. A smaller 11%, or almost 40,000 households, are made up of single adults.
- Some 43% of visitors to this region are AMA members.

Detailed demographic information is in Appendix II.

4.2.3 VISITOR TRAVELING INTENTIONS

The mean number of all planned trips for visitors to this area, both within Alberta and outside the province, is 7.1 trips, while the most frequently planned number of trips is three (3). Over sixty percent (61%) of these respondents are planning to make from one to five trips overall, and 17% is planning between six and nine trips. The remaining 22% indicated they intend to make more than 10 trips over the next six months. (The reader should note that the response to this question represents overall trips being made by households, and not the number of trips to be made to this specific region) See Exhibit 19.

EXHIBIT 19 *NUMBER OF ALL LEISURE TRIPS PLANNED BY VISITORS TO EDMONTON & AREA.*

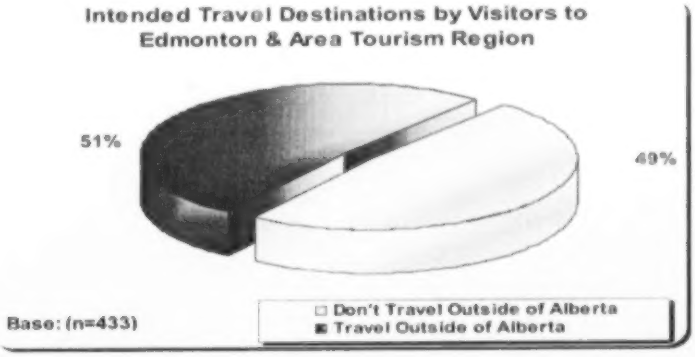


More that two-thirds (69%) of Albertans who are planning to take leisure trips to the Edmonton & Area region are planning to make about the same number of trips within Alberta this year as last year, twenty percent intend to take more trips and 11% percent will take fewer.

The majority of trips planned within Alberta by these respondents will take place during the months of December (80%) and February (65%). Not unlike other regions, the least number of trips will be taken during the month of November (39%). Another 6% plan to make trips during the month of March, while 59% are planning trips in April and 58% in January.

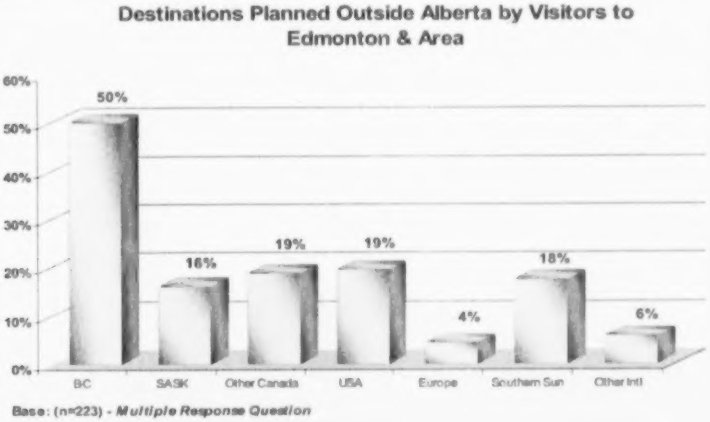
More than half all these visitors (51%) also plan to make leisure trips to destinations outside of Alberta (See Exhibit 20 below). Less than thirty percent (28%) said they plan to make at least one trip outside of the Province, and 12% intend to make up to two trips. Overall, 53% intend to make between one and four trips outside of the province. See. Exhibit 20

EXHIBIT 20. *INTENDED TRAVEL DESTINATIONS BY VISTORS TO EDMONTON & AREA*



Although these respondents have plans to travel outside the province, the majority of these trips will be to destinations within Canada. The primary destination outside the province is to British Columbia (50%), followed by trips to other areas of Canada (19%) and to Saskatchewan (16%). International destinations primarily are planned to the United States (19%) and to "Southern Sun" countries (18%). A small number (4%) plan to travel to Europe on leisure trips. See Exhibit 21 below.

EXHIBIT 21 *NUMBER OF LEISURE TRIPS PLANNED OUTSIDE ALBERTA BY VISTORS TO EDMONTON & AREA.*

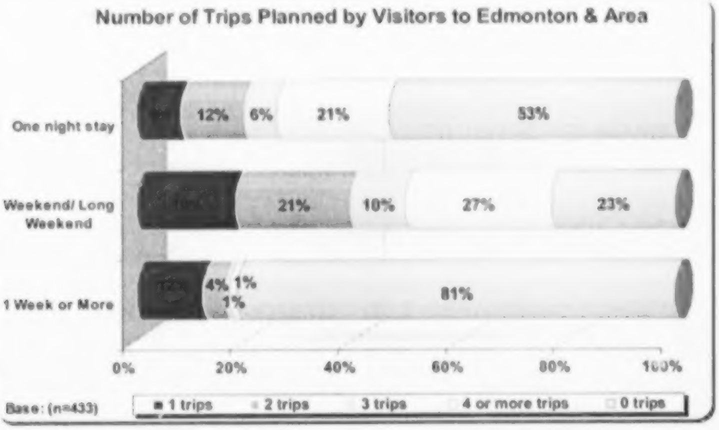


4.2.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Trips over a weekend or a long weekend dominate the travel plans of visitors to Edmonton & Area. The majority (77%) intend to make one or more weekend or long weekend trips, and half (49%) intend to make up to three of these trips during the six month time period.

Almost half (47%) of those planning to visit the Edmonton & Area region are planning over-night trips, while a much smaller 19% are planning to take trips of one week or longer. Travelers, who are planning overnight trips, mainly plan to make four or more of these trips over the same time period. Households are only planning to make one trip of one week or longer. See Exhibit 22 .

EXHIBIT 22. *NUMBER OF LEISURE TRIPS PLANNED IN ALBERTA BY VISTORS TO EDMONTON & AREA BY THE LENGTH OF A TRIP*



Travel Party Size

The size of the travel parties to the Edmonton & Area TDR ranges between one to seven people, with the average travel group being made up of 2.64 people for both weekend trips and trips of one week or longer. The most common travel party size is two (2) people regardless of the length of the trip. See Table 20 on the following page.

Days Required to Plan Leisure Trip

Visitors to Edmonton & Area indicated that it takes them, on average, 13.8 days to plan a weekend trip, while a trip of one week or longer, on average, will take up to 43.8 days to plan. The most likely time requirement for planning weekend trips within Alberta is 7 days, and a month for planning trips of a week or longer. See Table 20 on the following page.

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EXHIBIT 22: NUMBER OF LEISURE TRIPS PLANNED IN ALBERTA BY VISITORS TO EDMONTON & AREA BY THE LENGTH OF A TRIP

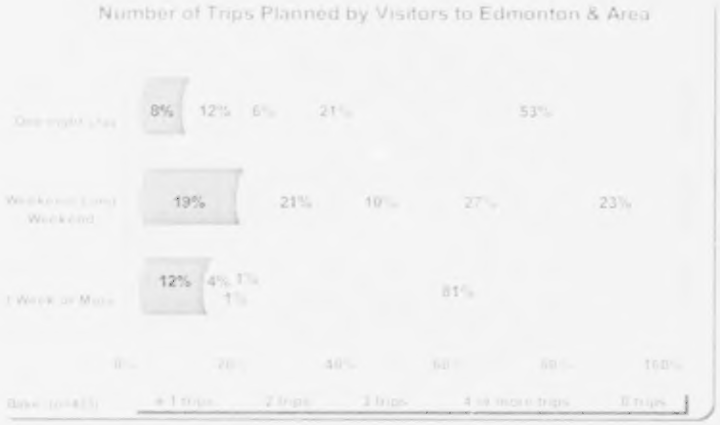

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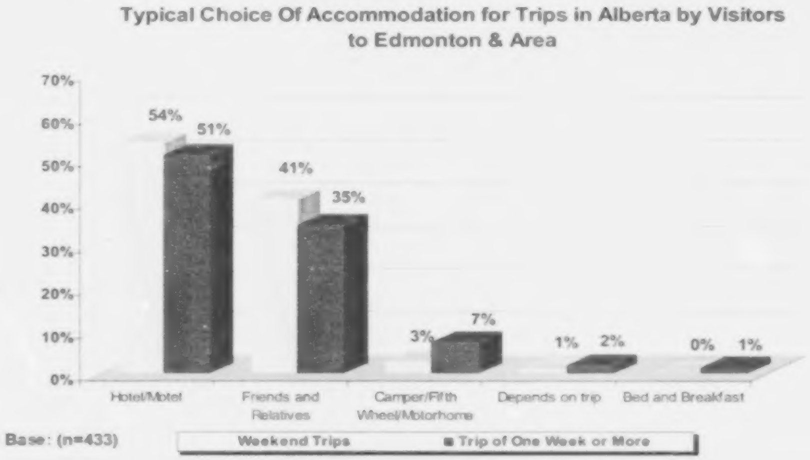
TABLE 20. *TRAVEL PARTY SIZE AND DAYS REQUIRED TO PLAN LEISURE TRIPS IN ALBERTA BY VISITORS TO EDMONTON & AREA.*

Number of members in household traveling on...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=431)	**2.64 persons**	**2 persons**
B. Trips of one week or longer (n=378)	**2.64 persons**	**2 persons**
Number of days in advance typically required to plan leisure trips within Alberta for...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=431)	**13.78 days**	**7 days**
B. Trips of one week or longer (n=379)	**43.83 days**	**30 days**

Accommodation Choice

Regardless of the length of the trip, the most common accommodation chosen by more than half of the visitors to Edmonton & Area is a hotel or motel; fifty-four percent (54%) choose this accommodation for weekend trips, and 51% for trips of one week and longer. The option of staying with friends or family is the next most popular accommodation. However, more visitors to the area will stay with family or friends on weekend trips (41%), however, for the longer trips fewer will choose this option (35%). The remaining accommodation options are chosen by a very small group of travelers. See Exhibit 23 below.

EXHIBIT 23. *ACCOMMODATION CHOICE FOR TRIPS IN ALBERTA BY VISITORS TO EDMONTON & AREA.*



4.2.5 ACTIVITIES

A high 89% of all visitors to Edmonton & Area indicated they would be visiting family and friends by the activities they chose. In addition to participating in activities associated with visiting family and friends, over two-thirds (68%) indicated they will very likely engage in indoor leisure activities, and almost half (47%) are very likely to visit a variety of attractions. Other activity options do not seem to be as popular during this travel period, as a smaller 35% said they are very likely to make a visit to museums and historic sites, or participate in festivals and cultural activities (36%). Some of the less popular activities include x-country skiing, snowmobiling, or attending day or destination spas. (Detailed information is provided in Table 21 below).

Two activity categories that these visitors are *very unlikely* to participate in regardless of their travel destination include: the Canadian Finals Rodeo (95%) and Outdoor Adventure (91%).

TABLE 21. *LIKEHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES BY VISTORS TO EDMONTON & AREA.*

VISITORS TO EDMONTON & AREA TOURISM DESTINATION REGION					
Q.10 Activities (n=433)	**Likelihood of Participating in...**				
	Very Unlikely	**Somewhat Unlikely**	**Somewhat Likely**	**Very Likely**	**Don't Know**
Downhill Skiing or Snowboarding	59.40%	3.20%	6.50%	30.30%	0.70%
X-Country Skiing	78.70%	4.40%	4.40%	12.30%	0.20%
Snowmobiling	78.50%	3.50%	4.60%	13.00%	0.50%
Outdoor Recreation	48.20%	3.50%	21.70%	26.00%	0.70%
Outdoor Adventure	91.00%	2.10%	1.60%	4.40%	0.90%
Indoor Winter Sports	58.20%	3.50%	11.80%	26.30%	0.20%
Museums and Historic Sites	35.30%	8.10%	20.80%	34.90%	0.90%
Canadian Finals Rodeo	94.90%	0.50%	0.20%	1.20%	3.20%
Festivals and Cultural Activities	32.30%	7.40%	23.60%	35.80%	0.90%
Indoor leisure activities	13.90%	1.40%	16.70%	67.60%	0.50%
Visit Friends & Relatives	6.50%	0.00%	3.90%	89.40%	0.20%
Attractions	29.30%	4.60%	17.70%	47.50%	0.90%
Organized Sports Events	69.10%	3.50%	10.40%	15.90%	1.20%
Spectator Sports and Entertainment	59.70%	4.60%	13.60%	21.00%	1.20%
Day Spa or Destination Spa	81.50%	2.10%	8.30%	7.20%	0.90%

4.2.6 FACTORS AFFECTING TRAVEL INTENTIONS

Almost forty percent (38%) of all respondents who said they are planning to visit Edmonton & Area indicated that their travel plans between November 2003 and April 2004 were negatively influenced by recent global events, or local economic conditions.

Local economic conditions, such as *"increasing fuel prices"* (26%),"*the rising Canadian dollar"* (12%), and "*lower interest rates*" (7%) appear to have the greatest influence on their travel plans These are followed by global events such as: "*9/11 and terrorism in general*" (11%), and the "*general economic slowdown*" (11%). See Table 22 on the following page.

TABLE 22. *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO EDMONTON & AREA.*

Global or Local events that had a negative influence on travel plans	
Increasing fuel prices	25.70%
The rising Canadian dollar	11.60%
911/terrorism in general	11.40%
General Economic slowdown	11.30%
Lower Interest Rates	6.60%
Dampening of global capital markets	3.60%
Other	1.00%
(Multiple Response) (n=433)	

While some of these influencing factors had a negative impact on travel plans, others had a positive impact. When asked how these events impacted their travel plans, from a positive standpoint, 17% indicated they are *"staying closer to home* – and *traveling within the province*". On a negative note, 15% said they are *"taking fewer trips*". A smaller 5% indicated they have stopped flying all together and are only taking car trips.

Table 23 lists a variety of other ways that the travel plans of visitors to the Edmonton & Area region have been impacted. Some are considering only traveling within North America (USA and Mexico), while others are taking shorter trips, not traveling to the USA at all, or are only traveling in North American. On the other hand, the stronger Canadian dollar has encouraged others to travel to the US or internationally.

TABLE 23. *TYPE OF IMPACT ON TRAVEL PLANS OF VISITORS TO EDMONTON & AREA.*

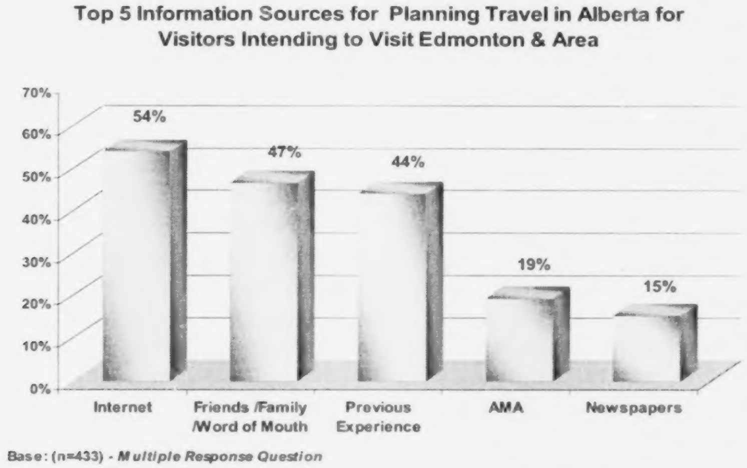
Type of Impact on visitor travel plans between November 2003 and April 2004.	
Staying close to home - traveling in Alberta	17.40%
Taking fewer trips	15.40%
Other;	12.1% (53)
• Shorter Trips	(8)
• Not traveling to US	(7)
• Traveling in North America	(6)
• Better exchange rate/Rising Cdn. dollar encourages travel to US/Outside Canada	(6)
• Traveling more	(4)
• Travel too expensive	(4)
• Fuel prices effect traveling	(3)
• Careful planning / More cautious	(3)
• Not traveling internationally	(1)
• Not traveling to Mexico	(1)
• Various Others	(8)
Not flying - only driving	4.60%
Don't Know	2.70%
Staying at home, not traveling anywhere	0.30%
(Multiple Response) (n=433)	

4.2.7 ADVERTISING/INFORMATION SOURCES

INFORMATION SOURCES

When asked about the information sources they rely on to plan their leisure trips within Alberta, more than half (54%) identified the Internet as a key source. Almost as many again said they make their travel plans based on information they receive from friends and family or by word-of-mouth (47%), and from their own previous experience (44%). Other information sources they rely on include the AMA (19%) and various newspapers (15%). See Exhibit 24.

EXHIBIT 24. *TRAVEL INFORMATION SOURCES USED BY VISITORS TO EDMONTON & AREA.*



When it came to the specific websites that this group of respondents might have accessed, the Travel Alberta website was named by 7%, followed by the AMA website (3%). A small number said they rely on the Tourism Calgary or Edmonton Tourism websites. See Table 24.

TABLE 24. *WEBSITE USED BY VISITORS TO EDMONTON & ARE TO PLAN TRAVEL IN ALBERTA*

Websites Used To Plan Trips	Frequency	% of Total
Travel Alberta Website	29	6.8%
AMA Website	15	3.5%
Tourism Edmonton Website	10	2.2%
Tourism Calgary Website	9	2.2%
Base: (n=433)		

ADVERTISING

When advertising and promotional campaigns were discussed, a substantial number (56%) of respondents said they had seen or heard travel related advertising over the past two to three months. However, when asked to report specific details, responses were limited. Of all the respondents who are planning to visit this region, 27% were either unable to recall actual specifics about what they saw or heard (14%), or could not describe it in any detail (11%); at most, they were able to specify a media source. Respondents who were able to describe what they had seen or heard, most often said they were commercials or ads for Travel Alberta (8%), or advertising related to the Canadian Rockies, ski destinations or Mountain Parks (7%). A much smaller number of respondents remembered seeing advertising that included general information about attractions in Alberta (3%), along with general information on attractions (3%) or recreational activities and outdoor sports (2%) in Edmonton and Calgary. See Table 25 below.

TABLE 25. *ADVERTISING RECALLED BY VISITORS TO EDMONTON & AREA.*

ADVERTISING DESCRIPTION		
	Frequency	**% of Total**
Does not recall any advertising	**188**	**43.4%**
Recalls seeing, hearing or reading advertising about travel	**243**	**56.1%**
• Travel Alberta	35	8.1%
• Rockies/ Skiing/ Mountain Parks	30	6.9%
• Alberta in general	13	3.0%
• Edmonton & Calgary area and attractions	12	2.8%
• Activities/ Outdoor Sports	7	1.6%
• West Edmonton Mall/ Fantasy Land Hotel	12	2.8%
• Kananaskis	3	0.7%
• Other	25	5.8%
• Did not specify	46	10.6%
• Can't remember	60	13.9%
Base: (n=433)		

One in four respondents who said they had heard, seen or read any advertising about travel in Alberta, recalled that it was primarily on television (25%). Another 16% recalled it from newspapers and 8% mentioned the AMA magazine. A smaller 6% mentioned brochures or various other magazines (5%). Radio was mentioned by only 4% of respondents. The Internet as a media source for advertising was almost rarely mentioned (1%), regardless that it represents the most relied upon information source for visitors to Edmonton & Area. See Table 26.

TABLE 26 *MEDIA SOURCE OF ADVERTISING SPECIFIED BY VISITORS TO EDMONTON & AREA.*

MEDIA SOURCE*		
	Frequency	**% of Total**
TV	60	24.7%
Newspaper	38	15.6%
AMA / AMA Magazine	19	7.8%
Brochures	15	6.2%
Magazines	12	4.9%
Radio	10	4.1%
Internet	2	0.8%
Billboards	1	0.4%
Other	44	18.1%
Does not recall	60	24.7%
Base: (n=243)		

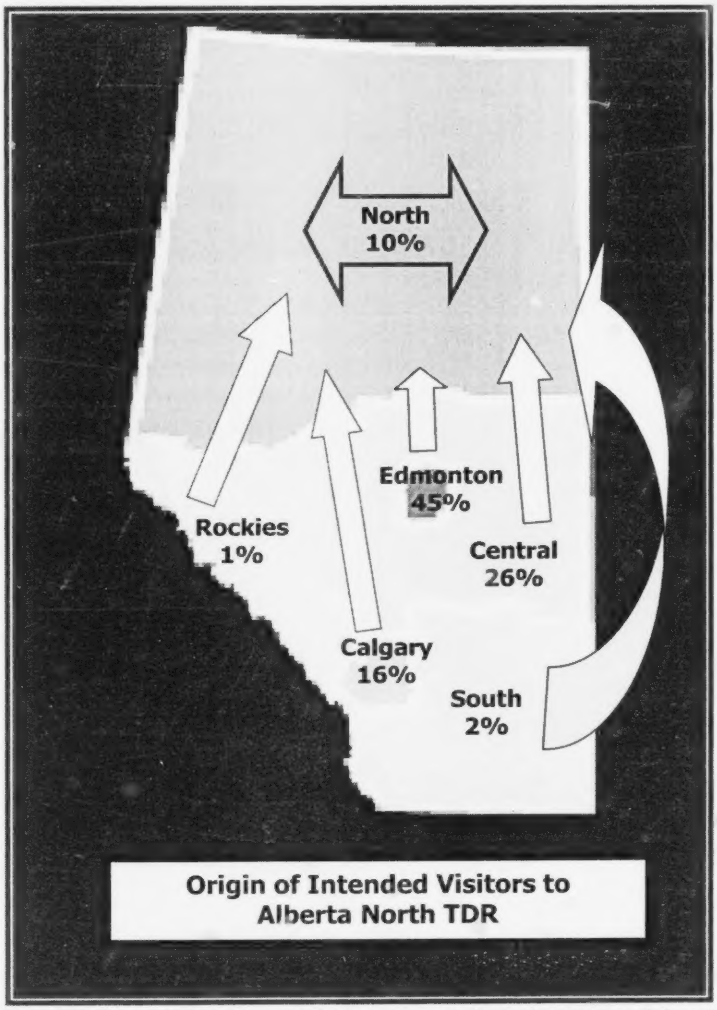
** Question treated as Multiple Response as some reporndents specified more than one media source.*

4.3 TOURISM DESTINATION REGION: ALBERTA NORTH (N=123)

4.3.1 VISITOR ORIGIN

Weighting suggests that around 95,000 Alberta households plan to visit the Alberta North region sometime between November 1, 2003 and April 30, 2004. As can be seen in Exhibit 25, almost (45%) will come from Edmonton & Area. The next highest number of visitors is 26% from Alberta Central. Considerably fewer visitors will originate from Calgary and Area (16%) for that six month time period. The few that are planning to visit Alberta North from Alberta South (2%) and The Canadian Rockies (1%) are negligible. It should be noted that 10% of leisure travel visitors will originate from within the region itself. This is not surprising, considering the broad expanse of this region and the study parameters of including any trip 80 km or more way from home.

EXHIBIT 25. *VISITORS TO ALBERTA NORTH TOURISM DESTINATION REGION**



**Please note that these results do not take into account the frequency of planned visits to each key destination*

4.3.2 VISITOR DEMOGRAPHICS

People with plans to visit this region have the following demographic breakout:

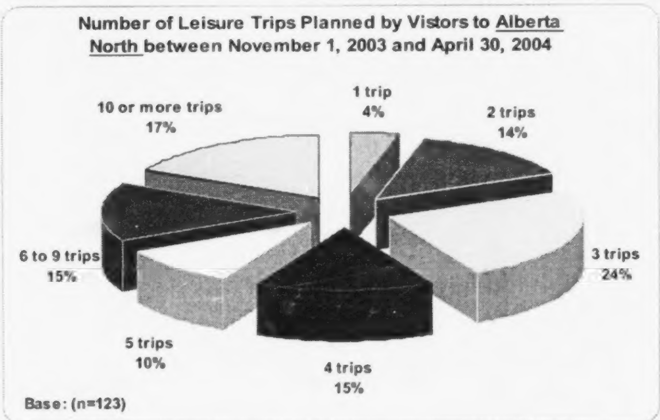
- The highest number of respondents (43%) planning to visit Alberta North are between the ages of 35 and 54. Another 20% are between ages 25 and 34, and 24% are age 55 and older (24%).
- Just under half, or 45,000 households (47%, have annual incomes greater than $50,000.
- This group is comprised mainly of families, with 40,000 households (42%) being made up of 2 adults with children, and another 9% being single parents with children living at home. Another 34,000 households (36%) are of 2 adults without children, and 8,500 households (9%) are singe adults living alone. Compared to other regions this is the highest number of single parents with children living at home.
- Just over a quarter (29%) of visitors to this area are members of the AMA; this is the lowest membership of all regions.

Detailed demographic information is in Appendix II.

4.3.3 VISITOR TRAVELING INTENTIONS

The mean number of all planned trips, both within Alberta and outside the province, for visitors to Alberta North is 7.0 trips, while the most frequently planned number of trips is three (3). Two-thirds (67%) of these respondents are planning to make one to five trips overall, and 15% plan to take between six and nine trips. The remaining 17% indicated they intend to make more than 10 trips over the next six months. (The reader should note that the response to this question represents overall trips being made by these households, and not the number of trips to be made to this specific region) See Exhibit 26.

EXHIBIT 26. *NUMBER OF ALL LEISURE TRIPS PLANNED BY VISITORS TO ALBERTA NORTH.*

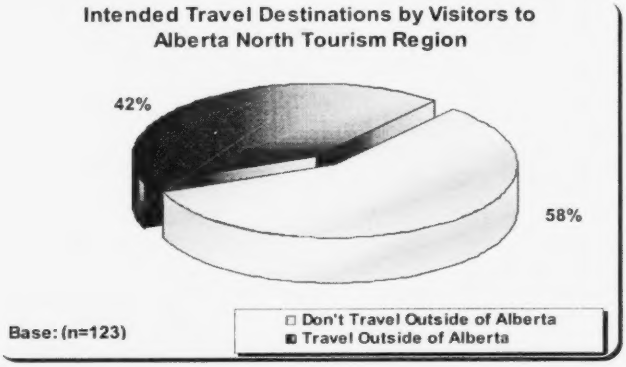


Over half (57%) of Albertans who are planning to take leisure trips to the Alberta North region intend to make around the same number of leisure trips within Alberta this year as last year, one-third (31%) intend to make more trips than they did last year, and 12% will make fewer trips.

The majority of trips planned within Alberta by these respondents will take place during the months of December (78%) and March (62%). Like other regions, the least number of trips will occur during the month of November (33%). Close to sixty percent of these visitors are planning trips during the months of January and February (57% for each month) and 55% during the month of April.

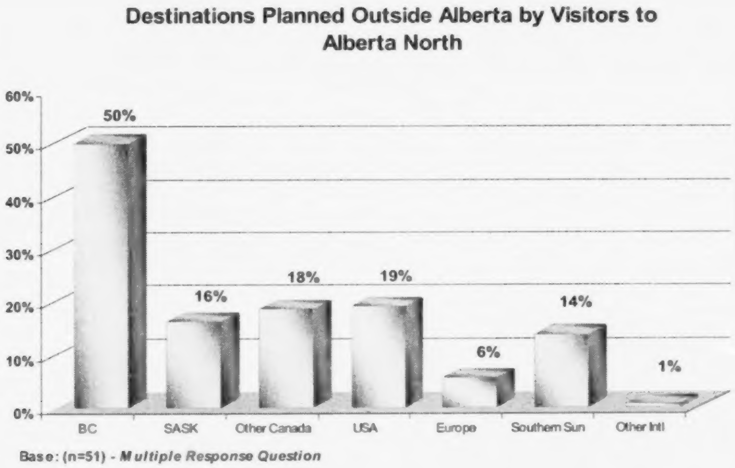
More than forty percent of these same visitors (42%) also plan to travel to destinations outside of Alberta (See Exhibit 27.). Just under one-third (27%) plan to take at least one trip outside of the province, and 39% plan to take up to 2 trips. Few are planning more than 3 trips (2%).

EXHIBIT 27. *INTENDED TRAVEL DESTINATIONS BY VISTORS TO ALBERTA NORTH.*



Although these respondents have plans to travel outside the province, the majority of these trips will be within Canada. The highest number are planning trips to British Columbia (50%), followed by destinations in other areas of Canada (17%) and 13% to Saskatchewan. Visitors who have plans to travel internationally primarily will visit the United States (19%) and "Southern Sun" countries (13%). A small 4% are planning trips to Europe. See Exhibit 28.

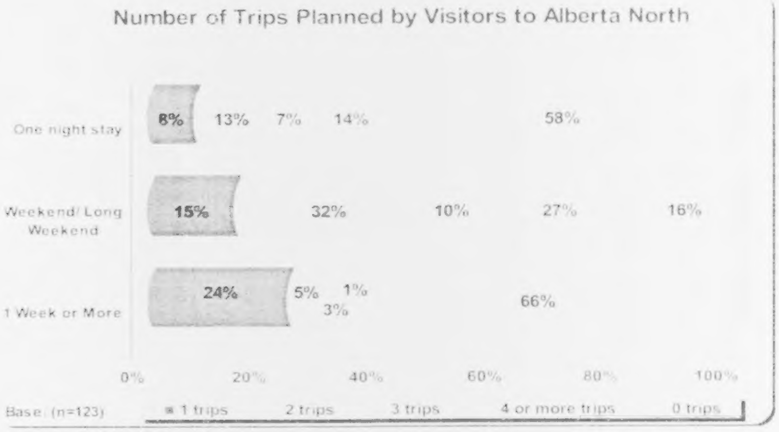
EXHIBIT 28. *NUMBER OF LEISURE TRIPS PLANNED OUTSIDE ALBERTA BY VISTORS TO ALBERTA NORTH.*



4.3.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Trips over the weekend or on long weekends dominate the travel plans of visitors to Alberta North. The majority (84%) intend to take one or more weekend or long weekend trips over the next six months. Over half (57%) of weekend travelers intend to make one to three of these trips. Just over forty percent (42%) of these respondents are planning to make over-night trips, and a third (34%) are planning to make a trip of one week or longer. Most travelers who are planning overnight trips will make one of two of these trips over the six month period, while those planning a trip of one week or more will primarily only make one. (The reader should note that the response to this question represents overall trips and does not indicate the number or type of trips taken to this specific region) . See Exhibit 29.

EXHIBIT 29. *NUMBER OF LEISURE TRIPS PLANNED WITHIN ALBERTA BY VISTORS TO ALBERTA NORTH BY TRIP LENGTH*



Travel Party Size

The size of the travel parties to Alberta North ranges between one to six people. The mean size of a travel group to this region is 2.62 people on weekend trips, and 2.55 people on trips of one week or longer. Regardless of the length of the trip, the most common size of a traveling party to this region is two (2) people. See Table 27 on the following page.

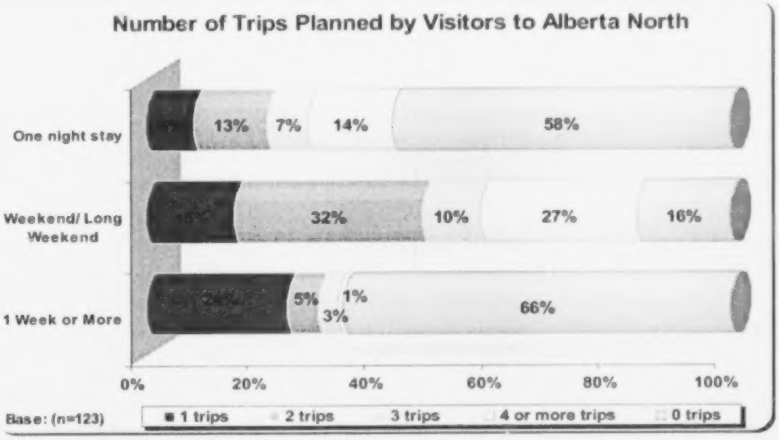
Days Required to Plan Leisure Trip

The visitors to Alberta North indicated that it takes them, on average, 13.13 days to plan a weekend trip within Alberta, and that on average planning a trip of one week or longer can take them up to 37.62 days. The most likely time requirement for planning weekend trips within Alberta is 7 days, and a month to plan for trips one week or longer. See Table 27 on the following page.

4.3.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Trips over the weekend or on long weekends dominate the travel plans of visitors to Alberta North. The majority (84%) intend to take one or more weekend or long weekend trips over the next six months. Over half (57%) of weekend travelers intend to make one to three of these trips. Just over forty percent (42%) of these respondents are planning to make over-night trips, and a third (34%) are planning to make a trip of one week or longer. Most travelers who are planning overnight trips will make one of two of these trips over the six month period, while those planning a trip of one week or more will primarily only make one. (The reader should note that the response to this question represents overall trips and does not indicate the number or type of trips taken to this specific region) . See Exhibit 29.

EXHIBIT 29. *NUMBER OF LEISURE TRIPS PLANNED WITHIN ALBERTA BY VISTORS TO ALBERTA NORTH BY TRIP LENGTH*



Travel Party Size

The size of the travel parties to Alberta North ranges between one to six people. The mean size of a travel group to this region is 2.62 people on weekend trips, and 2.55 people on trips of one week or longer. Regardless of the length of the trip, the most common size of a traveling party to this region is two (2) people. See Table 27 on the following page.

Days Required to Plan Leisure Trip

The visitors to Alberta North indicated that it takes them, on average, 13.13 days to plan a weekend trip within Alberta, and that on average planning a trip of one week or longer can take them up to 37.62 days. The most likely time requirement for planning weekend trips within Alberta is 7 days, and a month to plan for trips one week or longer. See Table 27 on the following page.

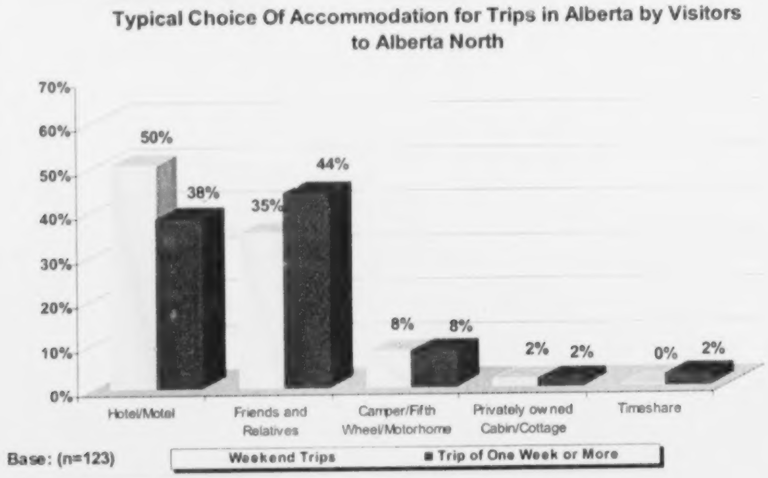
TABLE 27. *TRAVEL PARTY SIZE AND DAYS REQUIRED TO PLAN LEISURE TRIPS WITHIN ALBERTA BY VISITORS TO ALBERTA NORTH.*

Number of members in household traveling on...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=123)	**2.62 persons**	**2 persons**
B. Trips of one week or longer (n=107)	**2.55 persons**	**2 persons**
Number of days in advance typically required to plan leisure trips within Alberta for...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=431)	**13.13 days**	**7 days**
B. Trips of one week or longer (n=106)	**37.62 days**	**30 days**

Accommodation Choice

Regardless of the length of the trip, the most common accommodation is either a hotel or motel. Half (50%) of visitors who are planning a weekend leisure trip will choose this type of accommodation, with a smaller 38% choosing to stay with family and friends. On the other hand households making trips of one week or longer will primarily choose to stay with, family and friends (44%), while a smaller 35% will stay in a hotel or motel. This region has the second highest number of visitors (8%) choosing to use a camper or fifth wheel/motorhome as their accommodation regardless of the length of the trip. The remaining accommodation options are rarely chosen. See Exhibit 30 below.

EXHIBIT 30. *ACCOMMODATION CHOICE FOR TRIPS WITHIN ALBERTA BY VISITORS TO ALBERTA NORTH.*



4.3.5 ACTIVITIES

A high 89% of all visitors to Alberta North indicated they would be visiting family and friends by the activities they chose. In addition to participating in activities associated with visiting family and friends, 60% indicated they would be very likely to engage in indoor leisure activities, such as shopping, attending nightclubs, casinos or indoor amusement or water parks. Other activity options did not seem as popular during this travel time period, as a much small one-third of respondents indicated they are very likely to visit museums and historic sites (38%), and to participate in festivals and cultural activities (37%).

Some of the less popular activities during this time period include x-country skiing, snowmobiling, and organized sport events. Detailed information can be seen in Table 28.

Three activity categories that visitors to Alberta North are *very unlikely* to participate in regardless of their travel destinations include: the Canadian Finals Rodeo (96%), outdoor adventure (93%), and day or destination Spas (84%).

TABLE 28 *LIKEHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES BY VISTORS TO ALBERTA NORTH*

VISITORS TO ALBERTA NORTH TOURISM DESTINATION REGION					
Q.10 Activities (n=132)	**Likelihood of Participating in...**				
	Very Unlikely	**Somewhat Unlikely**	**Somewhat Likely**	**Very Likely**	**Don't Know**
Downhill Skiing or Snowboarding	66.40%	5.70%	4.10%	23.80%	0.00%
X-Country Skiing	78.90%	2.40%	7.30%	8.90%	2.40%
Snowmobiling	70.50%	3.30%	11.50%	14.80%	0.00%
Outdoor Recreation	37.70%	7.40%	23.80%	31.10%	0.00%
Outdoor Adventure	92.70%	2.40%	0.80%	4.10%	0.00%
Indoor Winter Sports	61.50%	0.80%	11.50%	26.20%	0.00%
Museums and Historic Sites	38.50%	6.60%	15.60%	38.50%	0.80%
Canadian Finals Rodeo	95.90%	0.00%	0.00%	0.80%	3.30%
Festivals and Cultural Activities	38.20%	8.10%	15.40%	37.40%	0.80%
Indoor Leisure Activities	12.20%	1.60%	26.00%	60.20%	0.00%
Visit Friends & Relatives	3.30%	2.40%	4.10%	88.60%	1.60%
Attractions	41.50%	4.90%	24.40%	28.50%	0.80%
Organized Sports Events	74.00%	3.30%	11.40%	11.40%	0.00%
Spectator Sports and Entertainment	66.10%	4.80%	17.70%	11.30%	0.00%
Day Spa or Destination Spa	83.70%	1.60%	9.80%	4.90%	0.00%

4.3.6 FACTORS AFFECTING TRAVEL INTENTIONS

Forty percent (42%) of all respondents who said they are planning to make leisure trips to Alberta North indicated that their travel plans for between November 1, 2003 and April 30, 2004 were negatively influenced by recent global events or local economic conditions.

Local economic conditions, such as *"increasing fuel prices"* (30%) and *"the rising Canadian dollar"* (14%), and *"lower interest rates"* (7%) appear to have the greatest influence on their travel plans. These are followed by global events such as *"general economic slowdown"* (12%), *"9/11 and terrorism in general"* (8%). See Table 29.

TABLE 29. *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO ALBERTA NORTH.*

Global or local events that had a negative Influence on Travel Plans	
Increasing fuel prices	30.00%
The rising Canadian dollar	13.70%
General Economic slowdown	12.50%
911/terrorism in general	8.40%
Lower Interest Rates	6.60%
Dampening of global capital markets	1.90%
Other	0.10%
(Multiple Response) (n=123)	

While some of the influencing factors had a negative impact on travel plans, others had a positive impact. When asked how these events impacted their travel plans, from a negative standpoint 19% indicated they are *"taking fewer trips"*, while on a positive note 15% indicated they are *"staying closer to home – and traveling within the province"*. A smaller 3% indicated they have stopped flying all together and are only taking driving trips.

Table 30 lists a variety of other ways that the travel plans of visitors to Alberta North have been impacted. Some indicated that the stronger Canadian dollar had encouraged them to travel to the USA or other international destinations. On the other hand, others are considering only traveling within North America (USA and Mexico) and some have decided to take shorter trips.

TABLE 3. *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO ALBERTA NORTH.*

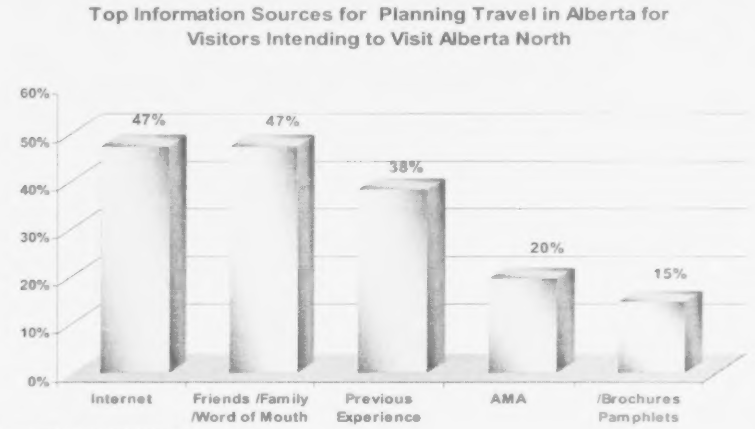
Type of Impact on visitor travel plans between November 2003 and April 2004	
Taking fewer trips	19.50%
Staying close to home - traveling in Alberta	15.00%
Other;	14.6% (18)
• Better exchange rate/Rising Cdn dollar encourages travel to US/Outside Canada	(3)
• Shorter Trips	(2)
• Traveling in North America	(2)
• Not traveling to US	(1)
• Traveling more	(1)
• Travel too expensive	(1)
• Watching budget more to have finances for travel	(1)
• Not traveling internationally	(1)
• Careful planning / More cautious	(1)
• Various Others	(5)
Not flying - only driving	2.90%
Staying at home, not traveling anywhere	1.30%
Don't Know	1.10%
(Multiple Response) (n=123)	

4.3. 7 ADVERTISING/INFORMATION SOURCES

INFORMATION SOURCES

When asked about the information sources they rely on to plan leisure trips within Alberta, close to half (47%) identified the Internet and information received from friends and family as equally important sources. Almost as many (38%) indicated that they also rely on their own previous travel experience. Other information sources include the AMA (20%) and brochures or pamphlets (15%). See Exhibit 31 below.

EXHIBIT 31. *TRAVEL INFORMATION SOURCES USED BY VISITORS TO ALBERTA NORTH.*



Base: (n=123) - *Multiple Response Questi*

When it came to specific websites as a source that this group of respondents might accessed when planning their trips, the Travel Alberta website was named by 13%, which was the highest users of this website of all regions. A smaller group named the AMA website (2%), and an even smaller number (1%) had accessed the Edmonton Tourism website. See Table 31.

TABLE 31. *WEBSITE USED BY VISITORS TO ALBERTA NORTH TO PLAN TRAVEL IN ALBERTA*

Websites Used To Plan Trips	Frequency	% of Total
Travel Alberta Website	16	13.1%
AMA Website	2	1.6%
Tourism Edmonton Website	1	1.1%
Base: (n=123)		

ADVERTISING

When advertising and promotional campaigns were discussed over half (55%) of respondents who indicated they plan to visit Alberta North said they had seen or heard travel related advertising over the past two to three months. However, when asked for specific details responses were limited. Of all the respondents planning to visit the area, a quarter (24%) were either unable to recall the advertising (11%) or could not describe it in any detail (13%); at most, they were able to specify the media source. Respondents who were able to describe what they had seen or heard, most often said they had seen or heard Travel Alberta commercials or ads (15%), or advertising related to the Canadian Rockies, and ski destinations or to Mountain Parks (4%).

A much smaller number of respondents remembered seeing general advertising related to travel within Alberta (2%), along with some general information about attractions in Edmonton and Calgary (1%), the Kananaskis country (1%), and recreational activities and outdoor sports (1%). See Table 32.

TABLE 32 *ADVERTISING RECALLED BY VISITORS TO ALBERTA NORTH.*

ADVERTISING DESCRIPTION		
	Frequency	**% of Total**
Does not recall any advertising	**55**	**44.7%**
Recalls seeing, hearing or reading advertising about travel	**68**	**55.3%**
• Travel Alberta	19	15.4%
• Rockies/ Skiing/ Mountain Parks	5	4.1%
• Alberta in general	2	1.6%
• Edmonton & Calgary area and attractions	1	0.8%
• Activities/ Outdoor Sports	1	0.8%
• Kananaskis	1	0.8%
• Other	10	8.1%
• Did not specify	16	13.0%
• Can't remember	13	10.6%
Base: (n=123)		

Thirty percent (29%) of respondents, who said they had seen or heard advertising about travel within Alberta, recalled that it was on television. A much smaller 13% recalled it from newspapers and 12% said they heard it from the AMA or read it in the AMA magazine. Another 10% saw advertising in brochures, or various magazines (5%). A small 4% named the radio. Hardly anyone named the Internet (2%), regardless that this medium was identified as the most popular travel information source. See Table 33 below.

TABLE 33 *MEDIA SOURCE OF ADVERTISING SPECIFIED BY VISITORS TO ALBERTA NORTH.*

MEDIA SOURCE*		
	Frequency	**% of Total**
TV	20	29.4%
Newspaper	9	13.2%
AMA / AMA Magazine	8	11.8%
Brochures	7	10.3%
Magazines	3	4.4%
Radio	3	4.4%
Internet	1	1.5%
Billboards	0	0.0%
Other	11	16.2%
Does not recall	13	19.1%
Base: (n=68)		

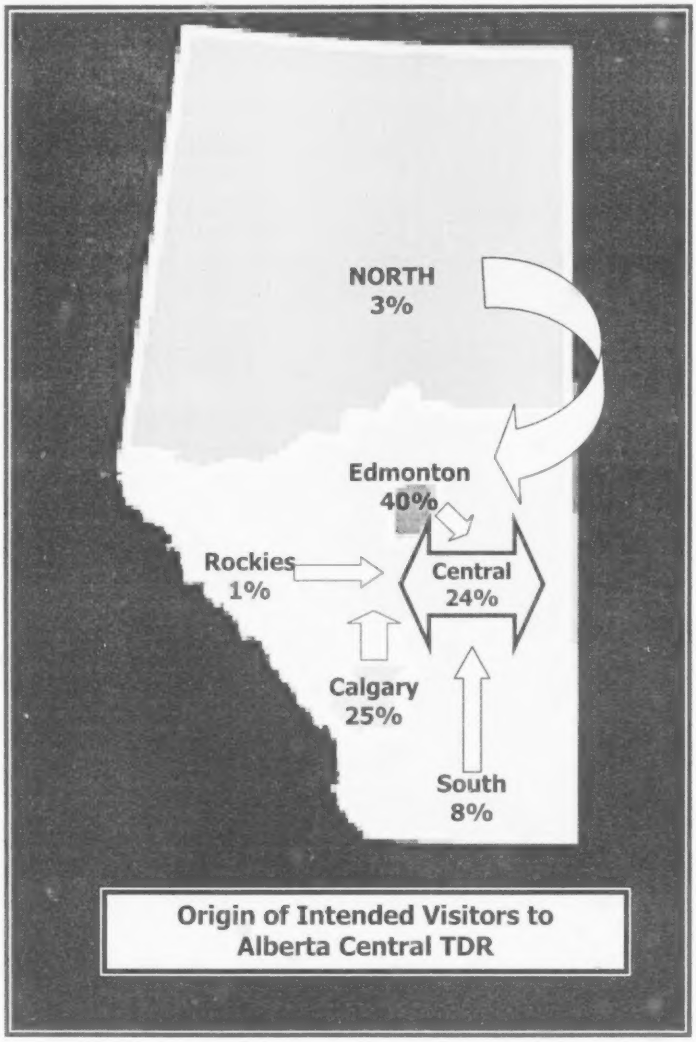
** Question treated as Multiple Response as some repondents specified more than one media source.*

4.4 TOURISM DESTINATION REGION: ALBERTA CENTRAL (N=316)

4.4.1 VISITOR ORIGIN

Weighting suggests that nearly 245,000 Alberta households are planning to make leisure trips to Alberta Central sometime between November 1, 2003 and April 30, 2004. As can be seen in Exhibit 32 more than two-thirds (69%) of these travelers are from three main regions. Significant forty percent (40%) of the visitors will come from Edmonton & Area, and a much smaller 25% will come from Calgary & Area. A notable 24% will originate from within the Alberta Central region, which is not surprising considering the wide expanse of this region. Alberta South, Alberta North and the Canadian Rockies will contribute few visitors to this region.

EXHIBIT 32. *VISITORS TO ALBERTA CENTRAL TOURISM DESTINATION REGION**


NORTH
3%
Edmonton
40%
Rockies
1%
Central
24%
Calgary
25%
South
8%
Origin of Intended Visitors to Alberta Central TDR

**Please note that these results do not take into account the frequency of planned visits to each key destination*

4.4.2 VISITOR DEMOGRAPHICS

People with plans to visit this region have the following demographic breakout:

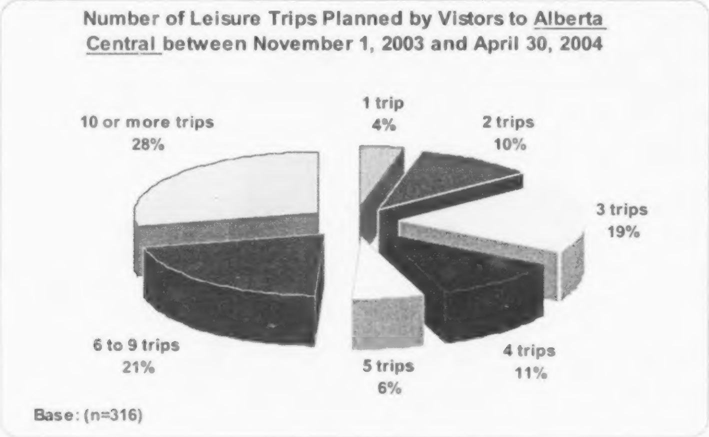
- The highest number of respondents who said they are planning to visit the Alberta Central are between the ages of 35 and 54 years (44%), with the single largest age category between ages 35 and 44 (24%). More than a third (38%) of these visitors are age 55 and older. This is the oldest travel group of all regions.
- Close to 118,000 households, or 48%, have an annual income greater than $50,000.
- The highest household category traveling to this region is 105,000 households of 2 adults without children, or 43%. The next notable category is 35%, or 86,000 households, of visitors to the region of 2 adults with children. Although single adult households does not make up a large part of this group, Alberta Central along with Alberta South has the highest number of single adult households with plans to visit the region during this time period. In this case that is equal to 37,000 households.
- Almost half (46%) of visitors to this region are members of the AMA.

Detailed demographics are in Appendix II.

4.4.3 VISITOR TRAVELING INTENTIONS

The mean number of all planned trips for the visitors to this region, both within Alberta and outside the province, is 8.6 trips. The most frequently planned number of trips to this Region for this six month time period is three (3). Almost half (49%) of these respondents indicated they plan to make more than six trips overall, and 28% are planning as many as ten trips. Half (51%) are planning one to five trips, with 41% planning to make between 2 and 4 leisure trips over the next six months. (The reader should note that this response represents respondents' overall number of planned trips, and does not represent the number of planned trips to this specific Region). See Exhibit 33.

EXHIBIT 33. *NUMBER OF ALL LEISURE TRIPS PLANNED BY VISITORS TO ALBERTA CENTRAL.*



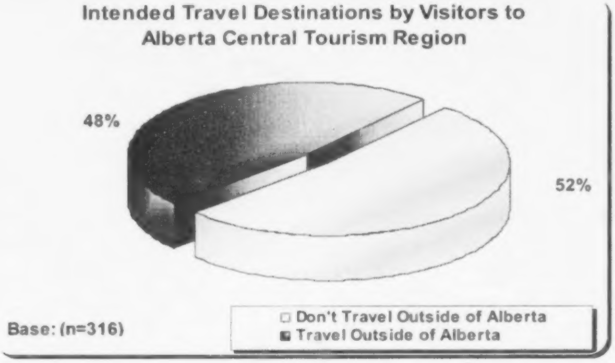
Over two-thirds (69%) of Albertans who are planning to take leisure trips to Alberta Central are planning to make around the same number of leisure trips within Alberta this year as last year and

17% will make more trips than they did last year. Thirteen percent (13%) will make fewer trips than last year, which is the highest of all Regions to give this answer.

The majority of trips planned within Alberta by these respondents will take place during the months of December (84%) and March (68%). The least number of trips will be taken during the month of November (46%), but when compared to the other five (5) regions this represents the highest number of leisure trips for November. Visitors to Alberta Central have plans to take the highest number of trips over all of the six months.

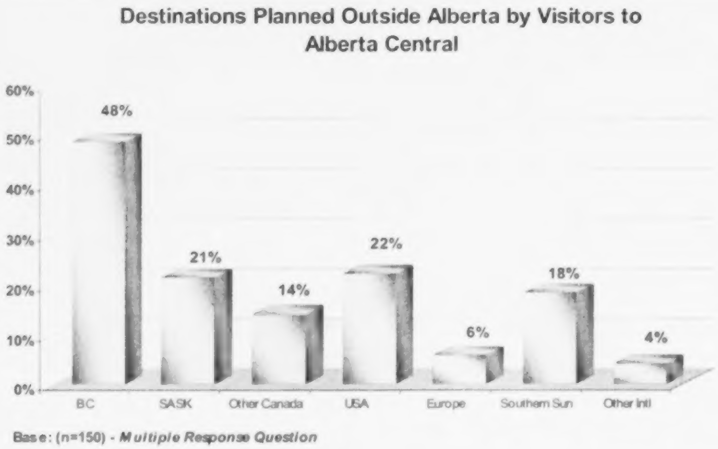
Close to half (48%) of these same visitors are also planning leisure trips to destinations outside of Alberta (See Exhibit 34 below). Under a quarter (23%) plan to make at least one trip outside the province and 14% are planning to take up to two (2) trips. Just over forty percent (44%) intend to make up to four trips outside of the province.

EXHIBIT 34 *INTENDED TRAVEL DESTINATIONS BY VISTORS TO ALBERTA CENTRAL.*



Although these respondents have plans to travel to destinations outside the province, the majority of these trips will be to destinations within Canada. The highest number of these trips will be made to British Columbia (48%), with fewer trips made to Saskatchewan (21%) and 14% to other destinations in Canada. International travel will primarily be to the United States (22%) and to "Southern Sun" countries (18%). Considerably fewer are planning to travel to Europe (6%) and other destinations. See Exhibit 35 on the following page.

EXHIBIT 35. *NUMBER OF LEISURE TRIPS PLANNED OUTSIDE ALBERTA BY VISTORS TO ALBERTA CENTRAL.*



4.4.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Visitors to Alberta Central will make most of their trips on weekends and long weekends (78%). A third (32%) are planning to make 4 or more trips on weekends or long weekends, and close to half (46%) will make one to three trips. More than half (53%) of visitors to this region, who are planning to make overnight trips are mainly planning to make four or more overnight trips (30%) over the six month period. A small 11% are planning to take a trip of one week or longer.

Compared to other regions, visitors to Alberta Central are planning to make the highest number of overnight trips (53%), the second lowest number of weekend or long weekend trips, and the fewest number of week or longer trips (17%). (The reader should note that this response denotes respondents' overall number of planned trips, and does not represent the number of planned trips to this specific Region). See Exhibit 36.

EXHIBIT 36. *NUMBER OF LEISURE TRIPS PLANNED WITHIN ALBERTA BY VISTORS TO ALBERTA CENTRAL BY THE LENGTH OF A TRIP*

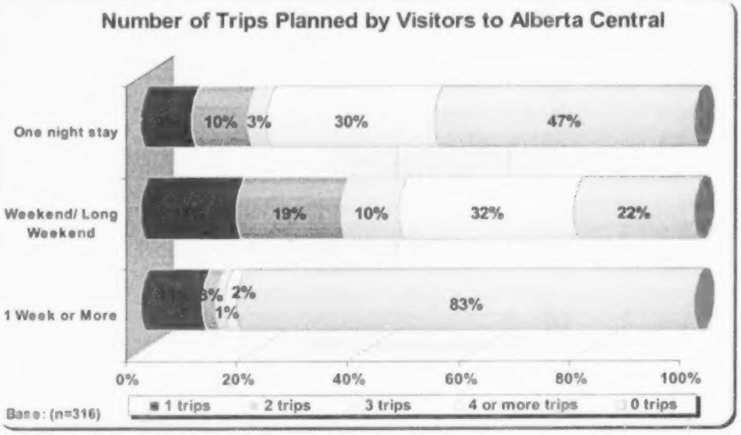
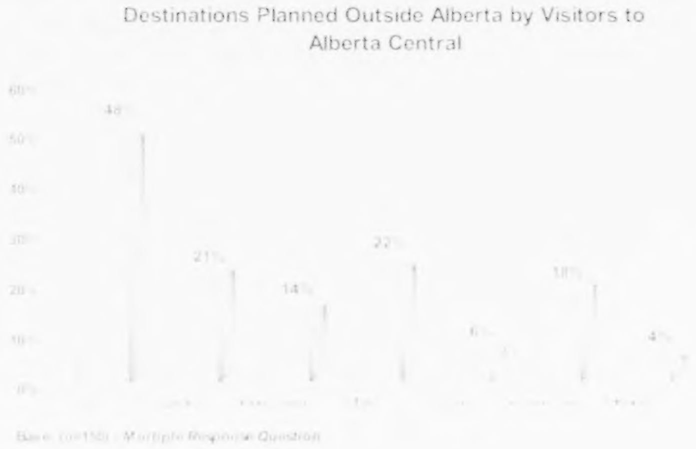


EXHIBIT 35. *NUMBER OF LEISURE TRIPS PLANNED OUTSIDE ALBERTA BY VISTORS TO ALBERTA CENTRAL*

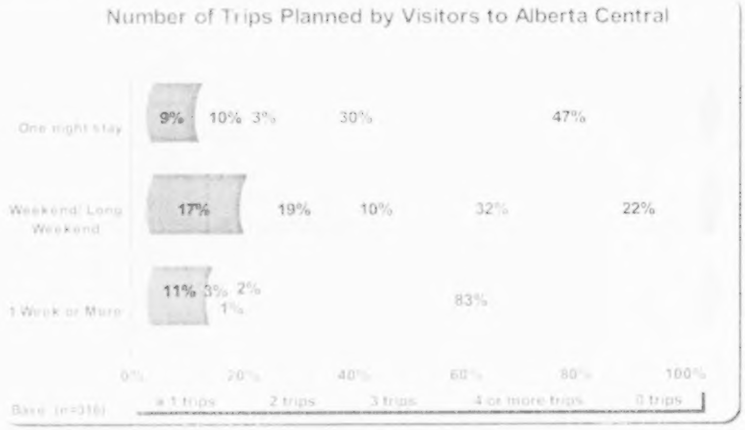


4.4.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Visitors to Alberta Central will make most of their trips on weekends and long weekends (78%). A third (32%) are planning to make 4 or more trips on weekends or long weekends, and close to half (46%) will make one to three trips. More than half (53%) of visitors to this region, who are planning to make overnight trips are mainly planning to make four or more overnight trips (30%) over the six month period. A small 11% are planning to take a trip of one week or longer.

Compared to other regions, visitors to Alberta Central are planning to make the highest number of overnight trips (53%), the second lowest number of weekend or long weekend trips, and the fewest number of week or longer trips (17%). (The reader should note that this response denotes respondents' overall number of planned trips, and does not represent the number of planned trips to this specific Region). See Exhibit 36.

EXHIBIT 36. *NUMBER OF LEISURE TRIPS PLANNED WITHIN ALBERTA BY VISTORS TO ALBERTA CENTRAL BY THE LENGTH OF A TRIP*



Travel Party Size

The size of travel parties to Alberta Central ranges between one to seven people, with the average travel group being made up of 2.46 people on weekend trips and 2.55 people on trips of one week or longer. Regardless of the length of the trip, the most common travel party size is two (2) people. See Table 34 on the following page

Days Required to Plan Leisure Trip

The visitors to Alberta Central indicated that it takes, on average, 16.96 days to plan a weekend trip within Alberta, a trip of one week or longer, on average, will take 44.01 days to plan. The most likely planning time required for weekend trips within Alberta is 7 days, while the required time frame for planning trips of a week or longer is one month. See Table 34.

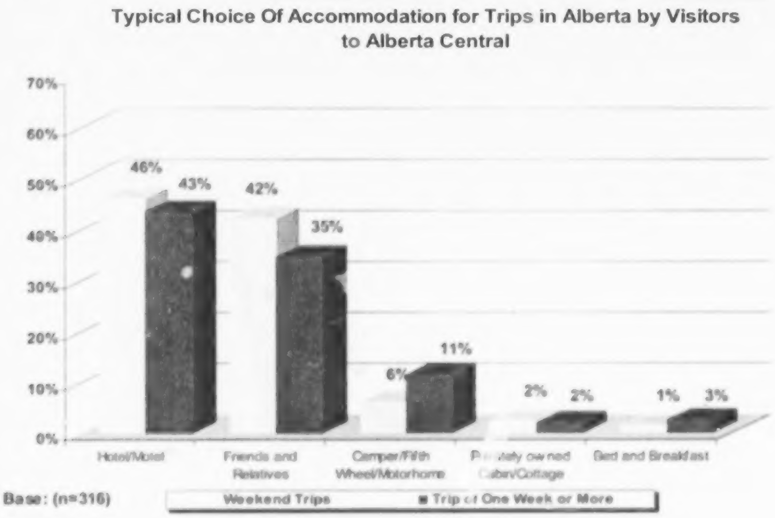
TABLE 34. *TRAVEL PARTY SIZE AND DAYS REQUIRED TO PLAN LEISURE TRIPS IN ALBERTA BY VISITORS TO ALBERTA CENTRAL.*

Number of members in household traveling on...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=316)	**2.46 persons**	**2 persons**
B. Trips of one week or longer (n=266)	**2.55 persons**	**2 persons**
Number of days in advance typically required to plan leisure trips within Alberta for...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=313)	**16.96 days**	**7 days**
B. Trips of one week or longer (n=262)	**44.01 days**	**30 days**

Accommodation Choice

Regardless of the length of the trip, the most common accommodation chosen by almost half (46%) of visitors who plan to travel to this region is a hotel or motel. Staying with friends or family is the next most popular option, particularly on weekends (42%). Few will choose to stay with family and friends when they take trips of one week or longer (35%). A notable 11% traveling to this region said they would choose a Camper/Motor Home, or a fifth-wheeler for trips as their accommodation when on a trip of one week or longer one week, compared to a smaller 6% who will choose this type of accommodation for a weekend trip. Of all regions, visitors to Alberta Central were the most likely to say they would choose the camper/fifth Wheeler/Motorhome accommodation option. See Exhibit 37 on the following page.

EXHIBIT 37. *ACCOMMODATION CHOICE FOR TRIPS IN ALBERTA BY VISITORS TO ALBERTA CENTRAL.*



4.4.5 ACTIVITIES

A high 89% of all visitors to Alberta Central indicated be visiting family and friends by the activities they chose. In addition to participating in activities associated with visiting family and friends, sixty percent (60%) indicated they will very likely engage in indoor leisure activities (such as shopping, going to nightclubs or indoor amusements and water parks). However, the other activity options are not as popular with these respondents. As can be seen in Table 35 on the following page, other activities are not as popular, as much smaller numbers plan to participate in activities related to outdoor recreation, visiting attractions, visiting museums and historic sites, and attending festivals and cultural activities, with only a third supporting any one of these categories.

Some of the less popular activities during this time period for these visitors include x-country skiing, snowmobiling, and a day spa or a destination spa.

Activities that visitors to Central Alberta are very unlikely to participate in regardless of their travel destination includes: outdoor adventure (94%) , the Canadian Finals Rodeo 97%), and day spa or destination spas (81%).

TABLE 35. *LIKEHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES BY VISTORS TO ALBERTA CENTRAL*

VISITORS TO ALBERTA CENTRAL TOURISM DESTINATION REGION					
Q.10 Activities (n=316)	**Likelihood of Participating in...**				
	Very Unlikely	**Somewhat Unlikely**	**Somewhat Likely**	**Very Likely**	**Don't Know**
Downhill Skiing or Snowboarding	63.30%	6.00%	7.30%	23.40%	0.00%
X-Country Skiing	77.80%	5.10%	5.70%	10.40%	0.90%
Snowmobiling	74.40%	2.80%	6.30%	16.10%	0.30%
Outdoor Recreation	42.10%	1.90%	23.40%	32.60%	0.00%
Outdoor Adventure	94.30%	0.30%	2.80%	2.50%	0.00%
Indoor Winter Sports	54.90%	2.50%	13.70%	28.90%	0.00%
Museums and Historic Sites	34.80%	7.60%	25.90%	31.00%	0.60%
Canadian Finals Rodeo	97.50%	1.00%	0.00%	0.30%	1.30%
Festivals and Cultural Activities	35.10%	7.00%	23.70%	32.90%	1.30%
Indoor leisure activities	18.10%	2.20%	19.00%	59.70%	1.00%
Visit Friends & Relatives	5.70%	0.00%	4.10%	89.50%	0.60%
Attractions	36.40%	7.60%	20.60%	35.40%	0.00%
Organized Sports Events	66.50%	2.20%	10.10%	20.60%	0.60%
Spectator Sports and Entertainment	66.30%	3.50%	12.40%	17.10%	0.60%
Day Spa or Destination Spa	80.70%	3.80%	8.90%	6.00%	0.60%

4.4.6 FACTORS AFFECTING TRAVEL INTENTIONS

Just over forty percent (43%) of all respondents who said they are planning to visit Alberta Central indicated that their travel plans between November 1, 2003 and April 30, 2004 have been negatively influenced by recent global events or local economic conditions.

Local economic conditions, such as *"increasing fuel prices"*(30%)," and *the rising Canadian dollar"* (13%) appear to have the greatest influence on their travel plans for the upcoming travel period. To a lesser degree global events, such as a *"general economic slowdown*" (8%), and "*9/11 and terrorism in general*" (8%) are also influencing their travel plans. See Table 36.

TABLE 36. *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO ALBERTA CENTRAL.*

Global or Local events that have negatively Influenced Travel Plans	
Increasing fuel prices	30.10%
The rising Canadian dollar	13.00%
General Economic slowdown	8.30%
Lower Interest Rates	8.30%
911/terrorism in general	8.10%
Dampening of global capital markets	3.60%
Other	1.70%
(Multiple Response) (n=316)	

While some of the influencing factors had a negative impact on their travel plans, others had a positive impact. When asked how these events impacted their travel plans, from a more positive standpoint 18% said that they are *"staying closer to home* – and *traveling within the province*". On a negative note 17% indicated they are "*taking fewer trips*". A smaller 4% indicated they have stopped flying all together and are only driving on their trips.

Table 37 lists a variety of ways that the travel plans of visitors to Alberta Central have been impacted. Some indicated they would be taking shorter trips, while others are planning to travel more, or will be more cautious when choosing destinations. The stronger Canadian dollar has encouraged more to plan trips to the USA or Europe, and some are only considering travel within North America (USA and Mexico). As well, increasing fuel prices along with travel being just generally too expensive are other considerations.

TABLE 37. *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO ALBERTA CENTRAL.*

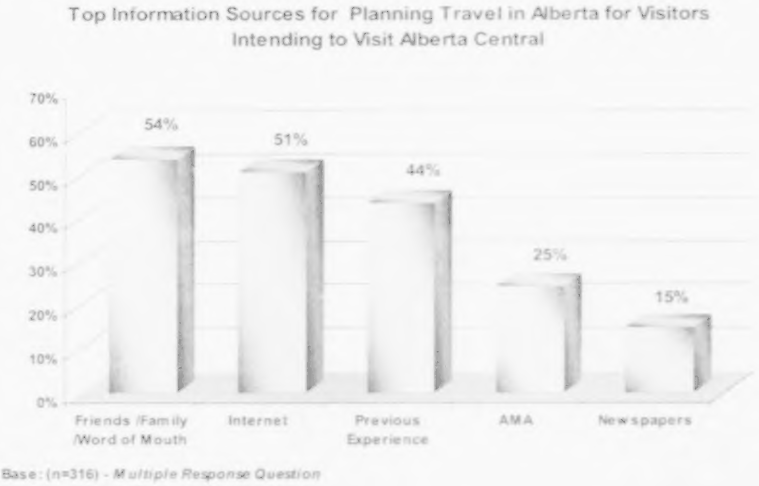
Type of Impact on Visitor Travel Plans between November 2003 and April 2004	
Staying close to home - traveling in Alberta	17.60%
Taking fewer trips	17.10%
Other;	15.4% (54)
• Shorter Trips	(7)
• Traveling more	(5)
• Careful planning / More cautious	(5)
• Better exchange rate/Rising Cdn. dollar encourages travel to US/Outside Canada	(4)
• Traveling in North America	(4)
• Travel too expensive	(4)
• Fuel prices effect traveling	(4)
• Staying/Traveling in Canada	(3)
• Not traveling to US	(1)
• Watching budget more to have finances for travel	(1)
• Not traveling to Mexico	(1)
• Not traveling internationally	(1)
• Various Others	(14)
Not flying - only driving	3.80%
Don't Know	2.60%
(Multiple Response) (n=316)	

4.4. 7 ADVERTISING/INFORMATION SOURCES

INFORMATION SOURCES

When asked about the information sources they rely on to plan their leisure trips within Alberta, more than half said they either rely on information they get from friends and family (54%) or on the Internet (51%). Almost as many also said they make their travel plans based on their own previous travel experience (44%). Other main information sources include the AMA (25%) and various newspapers (15%). See Exhibit 38 on the following page.

EXHIBIT 38. *TRAVEL INFORMATION SOURCES USED BY VISITORS TO ALBERTA CENTRAL*



Base: (n=316) - *Multiple Response Question*

When it came to naming specific websites they accessed, the Travel Alberta website was mentioned by 9% and a lesser number mentioned the AMA website (5%). An even smaller number said they accessed the Tourism Calgary and Edmonton Tourism websites. See Table 38.

TABLE 38. *WEBSITE USED BY VISITORS TO ALBERTA CENTRAL TO PLAN TRAVEL IN ALBERTA*

sites Used To Plan Trips	Frequency	% of Total
Travel Alberta Website	9	9.0%
AMA Website	3	4.9%
Tourism Calgary Website	17	1.2%
Tourism Edmonton Website	47	0.8%
Base: (n=316)		

ADVERTISING

When advertising and promotional campaigns were discussed, half (56%) of respondents who indicated they plan to visit Alberta Central said they had seen or heard travel related advertising over the previous two to three months. However, when asked for specific details, the responses were limited. Twenty-five percent (25%) of visitors to the region, were either unable to recall the advertising (14%), or were unable to describe it in any detail (11%); at most, they were able to identify the media source. Respondents who could describe what they had seen or heard, most often said the advertising related to the Canadian Rockies, ski destinations or Mountain Parks (8%) and Travel Alberta commercials or ads (7%).

A much smaller number of respondents remembered seeing advertising about attractions in Edmonton and Calgary (3%), on various recreational activities and outdoor sports (3%), or just about general travel in Alberta (2%). See Table 39 on the following page.

TABLE 39. *ADVERTISING RECALL BY VISITORS TO ALBERTA CENTRAL.*

ADVERTISING DESCRIPTION		
	Frequency	% of Total
Do not recall any advertising	**139**	**44.0%**
Recalls seeing, hearing or reading advertising about travel	**177**	**56.0%**
• Rockies/ Skiing/ Mountain Parks	25	7.9%
• Travel Alberta	23	7.3%
• Edmonton & Calgary area and attractions	9	2.8%
• Activities/ Outdoor Sports	9	2.8%
• Alberta in general	5	1.6%
• West Edmonton Mall/ Fantasy Land Hotel	3	0.9%
• Kananaskis	2	0.6%
• Other	23	7.3%
• Did not specify	35	11.1%
• Can't remember	43	13.6%
Base: (n=316)		

A third of respondents (37%) who said they had heard or seen advertising on travel in Alberta, recalled that television was the primary media source. Another 18% recalled it from newspapers or in AMA magazines (8%). A smaller 6% recalled seeing or hearing advertising in various brochures, magazines and on the radio (4%). A small 3% mentioned the Internet (3%), regardless that this same medium was previously named as the most popular information source. See Table 40 below.

TABLE 40. *MEDIA SOURCE OF ADVERTISING SPECIFIED BY VISITORS TO ALBERTA CENTRAL.*

MEDIA SOURCE*		
	Frequency	% of Total
TV	65	36.7%
Newspaper	32	18.1%
AMA / AMA Magazine	15	8.5%
Brochures	11	6.2%
Magazines	8	4.5%
Radio	7	4.0%
Internet	6	3.4%
Other	20	11.3%
Does not recall	43	24.3%
Base: (n=177)		

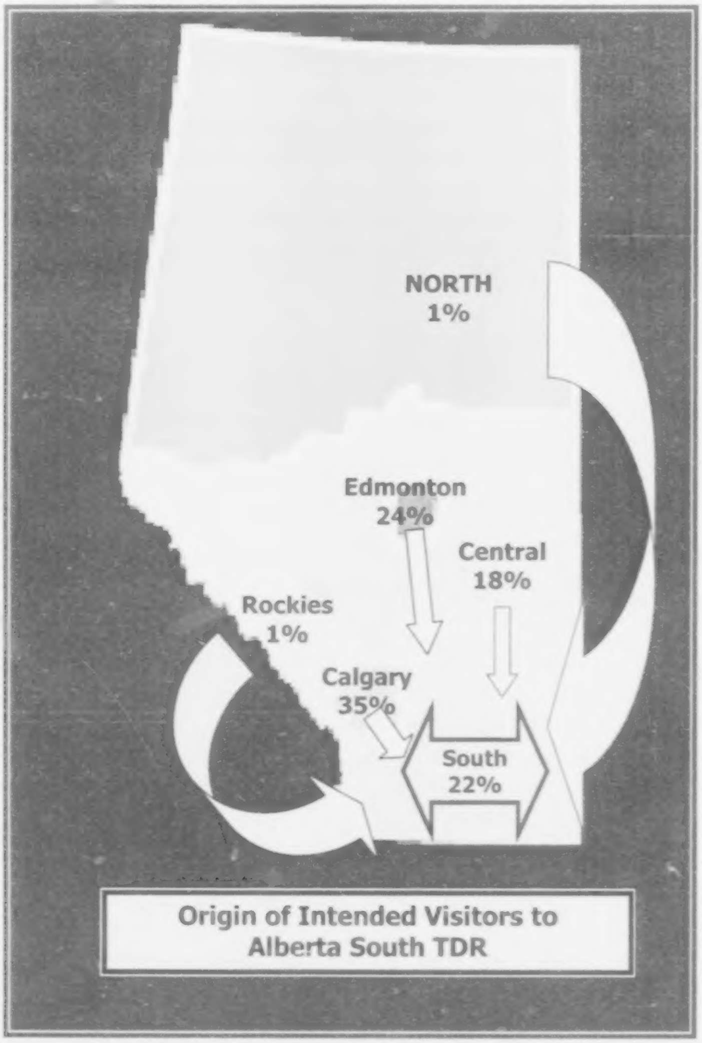
** Question treated as Multiple Response as some respondents specified more than one media source.*

4.5 TOURISM DESTINATION REGION: ALBERTA SOUTH (N=245)

4.5.1 VISITORS ORIGIN

As a result of weighting, nearly 190,000 households are planning to visit Alberta South sometime between November 1, 2003 and April 30, 2004. As can be seen in Exhibit 39 around one-third (35%) will come from the Calgary & Area TDR. Other notable numbers will originate from Edmonton & Area (24%) and Alberta Central (18%), while travel from the remaining regions of Alberta North and the Canadian Rockies are comparatively lower. Travel within the region is included in the travel plans of 22% of the people who live Alberta South. The number of travelers from Alberta North and the Canadian Rockies who plan to visit Alberta South is minimal.

*EXHIBIT 39.. VISITORS TO ALBERTA SOUTH TOURISM DESTINATION REGION**



**Please note that these results do not take into account the frequency of planned visits to each key destination*

4.5.2 VISITOR DEMOGRAPHICS

People with plans to visit this region have the following demographic breakout

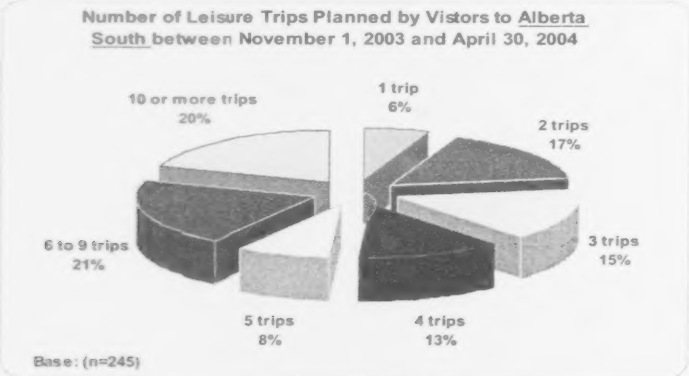
- The highest number of people planning visits to this region are between the ages of 35 and 54 (45%). Fourteen percent come from a younger age category of 25 to 34, and 26% are 55 and over. This region has the fewest visitors between the age of 25 to 34 respondents and the oldest travel groups.
- Over forty percent (43%), or close to 82,000 households are described as households of 2 adults with children. A smaller 36%, or around 68,000, are households of 2 adults without children, and single adult households account for 15%, or just over 28,000 households. This region along with Albert Central has the highest number of single adult visitors.
- Half (55%), or around 104,000 households, have annual incomes higher than $50,000.
- Less than half (47%) of these respondents are members of the AMA.

Detailed demographic information is in Appendix II.

4.5.3 VISITORS TRAVELING INTENTIONS

The mean number of all planned trips for the visitors to this region, both within Alberta and outside of the province is 6.6 trips. The most frequently planned number of trips over the next six months is two (2), which is the lowest of all regions. Almost sixty percent (59%) of these respondents indicated they plan to make one to five leisure trips over the six month period. Another 32% will make two to three leisure trips somewhere. A relatively high number (21%) are planning to make six to nine trips, and 20% will make 10 trips or more trips. (The reader should note that the response to this question represents the overall trips planned by these respondents, and does not represent the number of trips to this region). See Exhibit 40.

EXHIBIT 40. *NUMBER OF ALL LEISURE TRIPS PLANNED BY VISITORS TO ALBERTA SOUTH.*



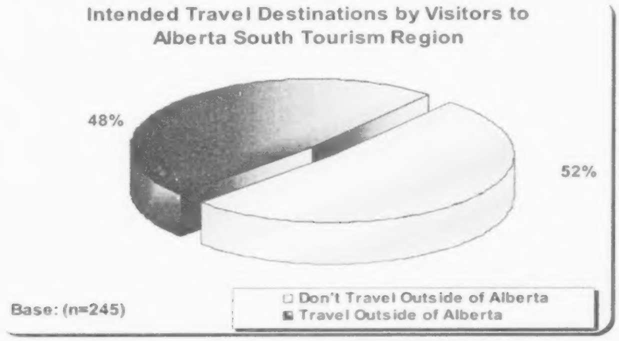
Almost seventy percent (69%) who are planning leisure trips to Alberta South said they are planning to make around the same number of leisure trips within Alberta as last year, considerably fewer (10%) will make fewer leisure trips, and 20% intend to make more trips.

The majority of trips planned within Alberta by these respondents will occur during the months December (76%) and March (64%). The least number of trips will occur during the month of

November (39%). More than half of these travelers also plan to make leisure trips during January (56%), February (56%) and April (60%).

Almost half (48%) of these same visitors also plan to travel to destinations outside of Alberta (See Exhibit 41 below). A quarter (26%) plan to make at least one trip outside the province, and 15% plan to make up to two trips. Almost half (46%) intend to make up to four trips outside the province.

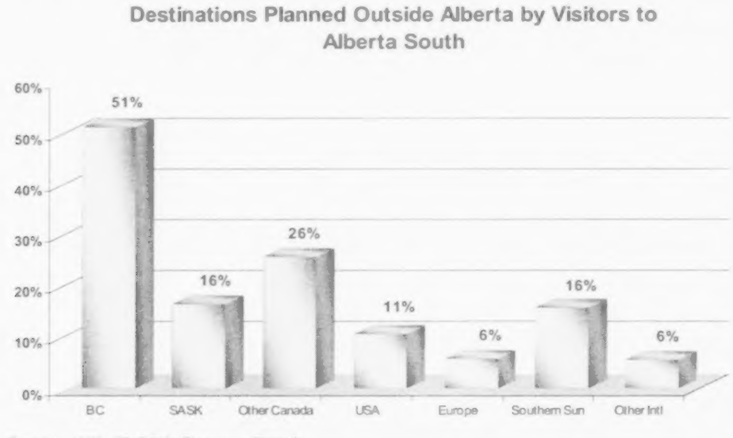
EXHIBIT 41. *INTENDED TRAVEL DESTINATIONS BY VISTORS TO ALBERTA SOUTH.*



Base: (n=245)

Although these respondents have plans to travel outside the province, the majority of these trips will be to destinations within Canada. The highest number will be to British Columbia (51%), followed by notably fewer to other areas of Canada (26%) and Saskatchewan (16%). International travel will primarily be to the "Southern Sun" destinations (16%) followed by the United States (11%). This is one of the highest groups of respondents to say they are planning to travel to Europe or to other international destinations (12%). See Exhibit 42 below.

EXHIBIT 42. *NUMBER OF LEISURE TRIPS PLANNED OUTSIDE OF ALBERTA BY VISTORS TO ALBERTA SOUTH.*

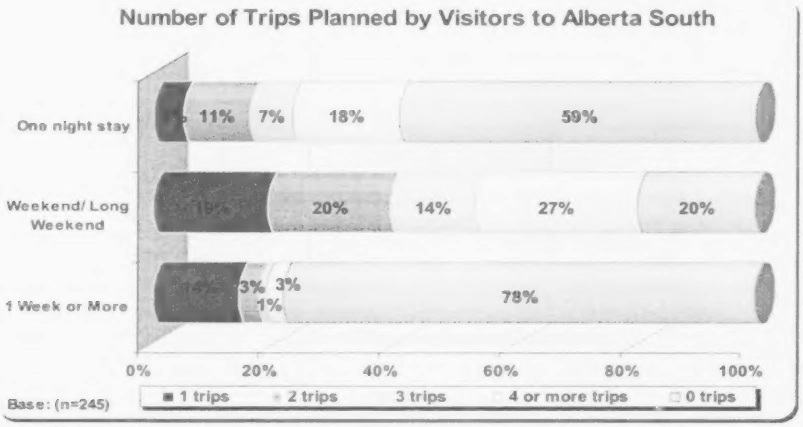


Base: (n=119) - *Multiple Response Question*

4.5.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Weekend and long weekend trips dominate the travel plans of visitors to Alberta South. The majority (80%) intend to make one or more trips on a weekend, or long weekend. Almost sixty percent (60%) intend to make more than four trips, and 39% intend to make up to two trips of this length over the next six months. More than forty percent (41%) are also planning to make over-night trips, and a smaller 22% are planning trips of one week or longer. Travelers planning overnight trips, will primarily make more than four of these trips (18%) over the next six months. A small number of visitors who are planning trips of one week or more are more likely to only make one trip of this length. The reader should note that this response denotes respondents' overall number of planned trips, and does not represent the number of planned trips to this specific Region). See Exhibit 43 below.

EXHIBIT43. *NUMBER OF LEISURE TRIPS PLANNED WITHIN ALBERTA BY VISTORS TO ALBERTA SOUTH BY THE LENGTH OF A TRIP*



Travel Party Size

The size of travel parties to Alberta South ranges between one to six people, with the average travel group comprised of 2.6 people on weekend trips, and 2.55 people on trips of one week or longer. Regardless of the length of the trip, the **most common travel party size is two (2)** people. See Table 41 on the following page.

Days Required to Plan Leisure Trip

Visitors to Alberta South indicated that, on average, it takes 15.5 days to plan a weekend trip within Alberta, while a trip of one week or longer, on average, can take as long as 44.3 days to plan. The most likely time requirement for planning weekend trips within Alberta is 7 days, while the more likely time requirement for planning trips of one week or longer ranges from 14 days to one month. See Table 41 on the following page .

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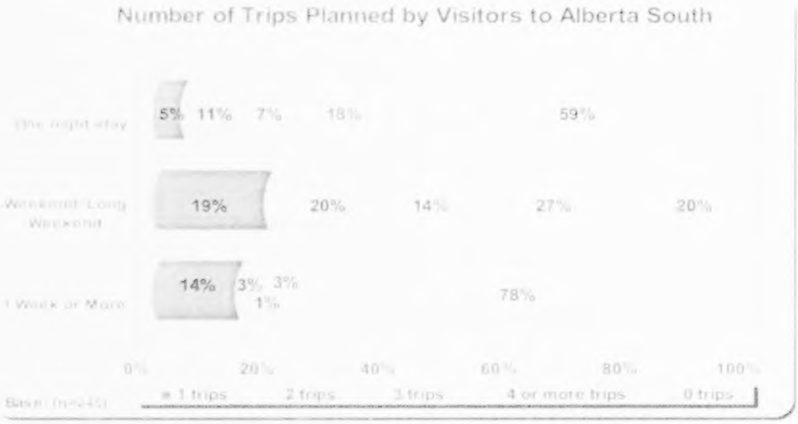

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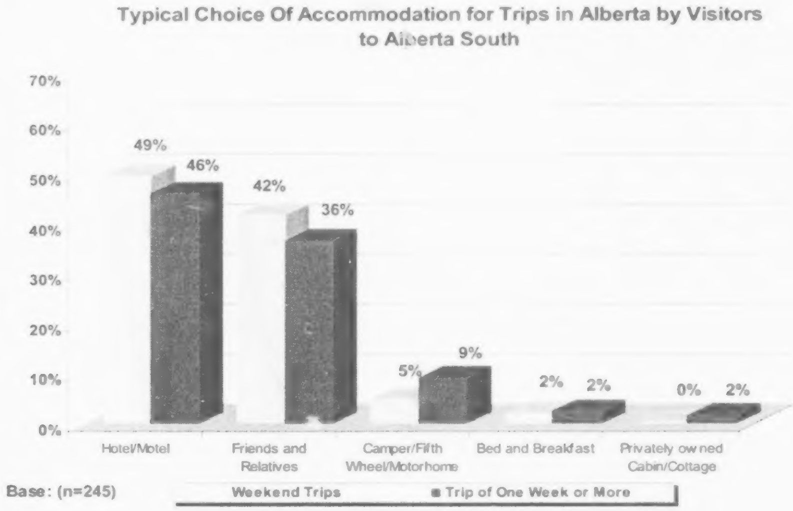
TABLE 41. *TRAVEL PARTY SIZE AND DAYS REQUIRED TO PLAN LEISURE TRIPS IN ALBERTA BY VISITORS TO ALBERTA SOUTH.*

Number of members in household traveling on...	Mean (weighted)	Mode (weighted)
A. Weekend trips (n=245)	2.60 persons	2 persons
B. Trips of one week or longer (n=201)	2.55 persons	2 persons
Number of days in advance typically required to plan leisure trips within Alberta for...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=245)	15.47 days	7 days
B. Trips of one week or longer (n=198)	44.29 days	14 days 30 days

Accommodation Choice

Regardless of the length of the trip, the most common accommodation chosen by half of visitors to Alberta South is a hotel or motel (49%) for weekend trips, and 46% when taking trips of one week or longer. The option of staying with friends or family is more likely to be chosen for the shorter weekend trips (42%) compared to the trips that last one week or longer (36%). A much less popular accommodation is the camper/fifth wheel/motorhome option, with only 9% saying they would choose this accommodation if they take trips of one week or longer, and even fewer (5%) will choose this for accommodation for weekend trips. The remaining options are rarely chosen. See Exhibit 44 below.

EXHIBIT 44. *ACCOMMODATION CHOICE FOR TRIPS IN ALBERTA BY VISITORS TO ALBERTA SOUTH.*



4.5.5 ACTIVITIES

A high 90% of all visitors to Alberta South indicated they would be very likely to engage in activities that are associated with visiting family and friends, indicating this as the main purpose for their visit. In addition to activities related to visiting family and friends, other popular activities include participating in various indoor leisure activities (58%) (such as shopping, attending casinos, nightclubs or amusement and water parks), and visiting museums and historic sites (43%). A smaller one-third and more of visitors to the Alberta South region indicated they are very likely to visit various attractions (37%) or to participate in festivals and cultural activities (38%).

The least popular activities include outdoor adventure, snowmobiling, x-country skiing, and organized sport events. See Table 42.

The two activities that these visitors are the least likely to participate in regardless of their destination are the Canadian Finals Rodeo (96%), Outdoor adventure (96%) and day spas or destination spas (82%).

TABLE 42. *LIKEHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES BY VISTORS TO ALBERTA SOUTH.*

VISITORS TO ALBERTA SOUTH TOURISM DESTINATION REGION					
Q.10 Activities (n=245)	**Likelihood of Participating in...**				
	Very Unlikely	**Somewhat Unlikely**	**Somewhat Likely**	**Very Likely**	**Don't Know**
Downhill Skiing or Snowboarding	58.80%	7.30%	5.30%	28.60%	0.00%
X-Country Skiing	78.30%	6.10%	4.50%	10.70%	0.40%
Snowmobiling	79.20%	3.70%	4.10%	13.10%	0.00%
Outdoor Recreation	51.20%	1.20%	19.30%	28.30%	0.00%
Outdoor Adventure	95.90%	1.20%	0.40%	2.40%	0.00%
Indoor Winter Sports	59.30%	3.70%	12.20%	24.40%	0.40%
Museums and Historic Sites	32.20%	4.90%	18.80%	42.90%	1.20%
Canadian Finals Rodeo	96.30%	0.40%	0.40%	1.20%	1.60%
Festivals and Cultural Activities	30.30%	5.30%	25.00%	38.10%	1.20%
Indoor Leisure Activities	15.50%	2.40%	23.30%	58.40%	0.40%
Visit Friends & Relatives	5.30%	1.20%	3.70%	89.80%	0.00%
Attractions	36.10%	4.10%	22.10%	36.90%	0.80%
Organized Sports Events	71.80%	2.40%	12.70%	12.70%	0.40%
Spectator Sports and Entertainment	63.70%	5.70%	16.30%	14.30%	0.00%
Day Spa or Destination Spa	81.60%	1.60%	7.80%	8.60%	0.40%

4.5.6 FACTORS AFFECTING TRAVEL INTENTIONS

Forty percent of all respondents who said they are planning to visit Alberta South indicated that their travel plans between November 2003 and April 2004 have been negatively influenced by recent global events or local economic conditions.

Local economic conditions, such as *"increasing fuel prices"* (29%), *"the rising Canadian dollar"* (11%) and *"lower interest rates"* (9%) all appear to have the greatest influence. These factors are followed by global events such as *"a general economic slowdown"* (11%) and *"9/11 and terrorism in general"* (9%). See Table 43.

TABLE 43. *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO ALBERTA SOUTH.*

Global or local events that had a negative influence on Travel Plans	
Increasing fuel prices	29.30%
The rising Canadian dollar	11.40%
General Economic slowdown	11.10%
911/terrorism in general	9.10%
Lower Interest Rates	8.60%
Dampening of global capital markets	1.20%
Other	0.40%
(Multiple Response) (n=245)	

While some of the influencing factors had a negative impact on travel plans, others had a positive impact. When asked how these events or conditions have impacted their travel plans, from a negative standpoint 8% indicated they are *"taking fewer trips"*. On a more positive note, 15% indicated they are *"staying closer to home – and traveling within the province"*. A smaller 4% reported they have stopped flying all together and are only driving on their trips.

Table 44 lists a variety of other ways that the travel plans of visitors to the Alberta South Region have been impacted. Some indicated they are taking shorter trips, others are traveling more because of the stronger Canadian dollar, while others feel that travel in general has become too expensive.

TABLE 44. *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO ALBERTA SOUTH.*

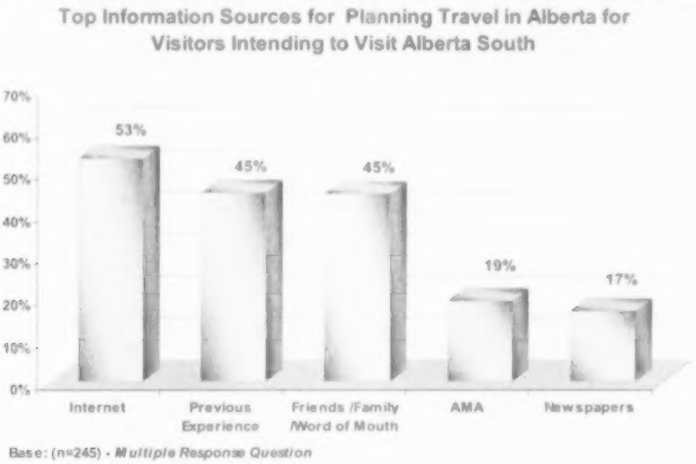
Impact on visitors to Alberta South travel plans between November 2003 and April 2004.	
Taking fewer trips	17.70%
Staying close to home - traveling in Alberta	14.60%
Other;	13.5% (33)
• Shorter Trips	(6)
• Travel too expensive	(5)
• Traveling more	(4)
• Not traveling to US	(4)
• Rising Cnd dollar encourages travel to US/Outside Canada	(2)
• Traveling in North America	(2)
• Fuel prices effect traveling	(2)
• Careful planning / More cautious	(1)
• Staying/Traveling in Canada	(1)
• Watching budget more to have finances for travel	(1)
• Not traveling to Mexico	(1)
• Not traveling internationally	(1)
• Fewer Trips	(1)
• Various Others	(2)
Not flying - only driving	3.60%
Don't Know	2.10%
(Multiple Response) (n=245	

4.5.7 ADVERTISING/INFORMATION SOURCES

INFORMATION SOURCES

When asked about the information sources they rely on to plan their leisure trips within Alberta, more than half identified the Internet (53%) as a key information source. Almost as many again, make their travel plans based on their own previous travel experience (45%), or information they receive from friends and family (45%). Other information sources include the AMA magazines (19%) and a variety of newspapers (17%). See Exhibit 45.

EXHIBIT 45. *TRAVEL INFORMATION SOURCES USED BY VISITORS TO ALBERTA SOUTH.*



When it came to the specific websites this group of respondents rely on as a source, the Travel Alberta website was named by 7%, followed by the AMA website (4%). A very small number mentioned the Edmonton Tourism website or the Tourism Calgary. See Table 45.

TABLE 45. *WEBSITE USED BY VISITORS TO ALBERTA SOUTH TO PLAN TRAVEL IN ALBERTA*

bsites Used To Plan Trips	Frequency	% of Total
Travel Alberta Website	17	6.8%
AMA Website	10	4.1%
Tourism Edmonton Website	3	1.4%
Tourism Calgary Website	3	1.1%
Base: (n=245)		

ADVERTISING

When advertising and promotional campaigns were discussed, half (54%) of the respondents indicated they had seen, or heard, travel related advertising over the previous two to three months. However, when asked for specific details of what they had seen or heard, responses were limited. Around a quarter (23%) either were unable to recall any specifics about the advertising (10%), or could not describe it in any detail (13%); at most, they could specify the media source. Respondents who were able to describe what they had seen or heard most often mentioned Travel Alberta commercials or ads (9%), or advertising of some nature related to the Canadian Rockies, ski destinations or Mountain Parks (8%).

A much smaller number of respondents remembered seeing or hearing advertising that included information on attractions in Edmonton and Calgary (3%), on recreational activities and outdoor sports (3%), and on travel in Alberta in general (2%). See Table 46.

TABLE 46. *ADVERTISING RECALL BY VISITORS TO ALBERTA SOUTH.*

ADVERTISING DESCRIPTION	Frequency	% of Total
Do not recall any advertising	**113**	**46.1%**
Recall seeing, hearing or reading advertising about travel	**132**	**53.9%**
• Travel Alberta	21	8.6%
• Rockies/ Skiing/ Mountain Parks	19	7.8%
• Edmonton & Calgary area and attractions	8	3.3%
• Alberta in general	6	2.4%
• Activities/ Outdoor Sports	5	2.0%
• Kananaskis	3	1.2%
• West Edmonton Mall/ Fantasy Land Hotel	1	0.4%
• Other	13	5.3%
• Did not specify	31	12.7%
• Can't remember	25	10.2%
Base: (n=245)		

One in four (26%) visitors to Alberta South, who did see or her any advertising about travel in Alberta, recalled that it was on television. Another 17% recall it from newspapers and 14% saw it in an AMA magazine. A smaller number (9%) mentioned brochures, the radio (5%) and various magazines (4%). A small 4% indicated that the Internet (4%) as an advertising source, regardless that this same medium was named as the most popular information source for making travel plans. See Table 47.

TABLE 47 *MEDIA SOURCE OF ADVERTISING SPECIFIED BY VISITORS TO ALBERTA SOUTH.*

MEDIA SOURCE*	Frequency	% of Total
TV	34	25.8%
Newspaper	22	16.7%
AMA / AMA Magazine	19	14.4%
Brochures	12	9.1%
Radio	7	5.3%
Magazines	6	4.5%
Internet	5	3.8%
Other	18	13.6%
Does not recall	25	18.9%
Base: (n=132)		

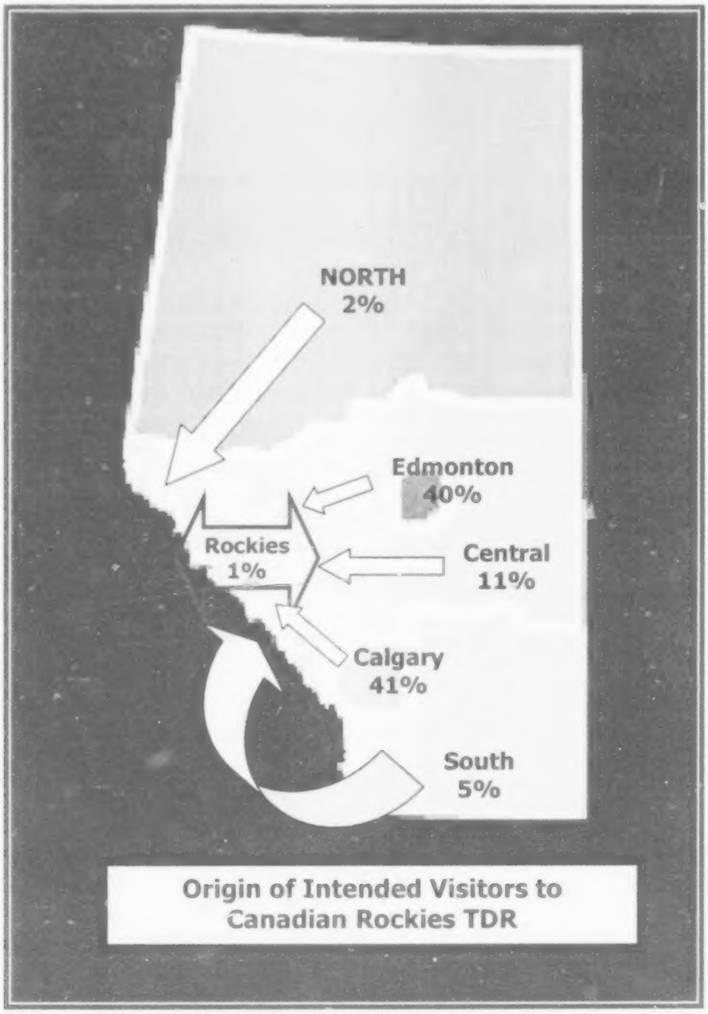
** Question treated as Multiple Response as some respondents specified more than one media source.*

4.6 TOURISM DESTINATION REGION: CANADIAN ROCKIES

4.6.1 VISITOR ORIGIN

As a result of weighting, there is potential for over 350,000 households in Alberta to make leisure trips to the Canadian Rockies sometime between November 1, 2003 and April 30, 2004. Of all TDRs, this region will attract the highest number of household in the province for this time period. As can be seen in Exhibit 46 below, the majority of visitors to the Canadian Rockies (81%) originate from the larger urban centres (Calgary & Area - 41% and Edmonton & Area - 40%).) Fewer travelers from the remaining regions will make this one of their destinations, as travel to the region is comparatively lower than travel between the other regions. Leisure trips by residents within the region for this time period is virtually non-existent.

***EXHIBIT 46**. VISITORS TO CANADIAN ROCKIES TOURISM DESTINATION REGION**



**Please note that these results do not take into account the frequency of planned visits to each key destination*

4.6.2 VISITOR DEMOGRAPHICS

People with plans to visit this region have the following demographic breakout:

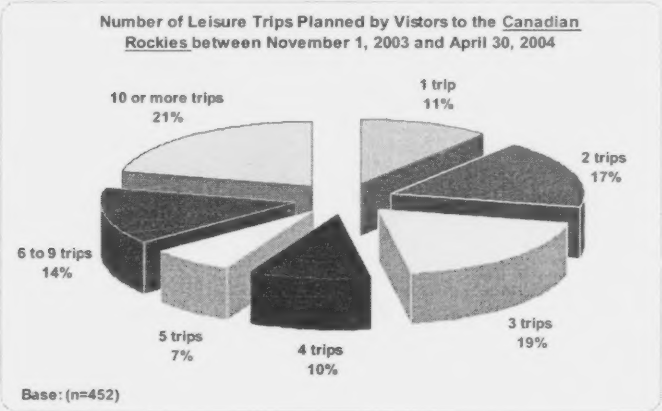
- The highest number of respondents (51%) with plans to visit this region is between the ages of 35 and 54. Another 14% are over the age of 55.
- Almost two-thirds (64%), or over 224,000 households, have incomes higher than $50,000. Of that category, 23%, or almost 81,000 households have incomes over $100,000. this demographic suggests that this region is the most likely to attract an up-scale and affluent visitor base.
- Travelers to this TDR make up the highest concentration of families of all regions, with almost 165,000 (47%) describing their household as 2 adults with children. Close to 130,000 (37%) are described as households of 2 adults without children, and over 31,500 (9%) are single adults households.
- Half of these visitors (52%) are AMA members. This region, along with Calgary & Area, has the highest number of visitors holding a membership in the AMA.

Detailed demographic information is in Exhibit II.

4.6.3 VISITOR TRAVEL INTENTIONS

The mean number of all planned trips on average, both within Alberta and outside the province, for visitors to this region is 6.6 trips, while the most frequently planned number of trips is three (3). While almost two in three respondents (65%) plan to take one to five trips during this time period, most are planning two or three trips. A relatively high number (21%) are planning to make 10 and more trips. (The reader should note that Exhibit 47 demonstrates the number of trips that people who visit the Canadian Rockies are planning overall for this time period and does not represent the trips that will be made within the region).

EXHIBIT 47. NUMBER OF ALL LEISURE TRIPS PLANNED BY VISITORS TO THE CANADIAN ROCKIES.

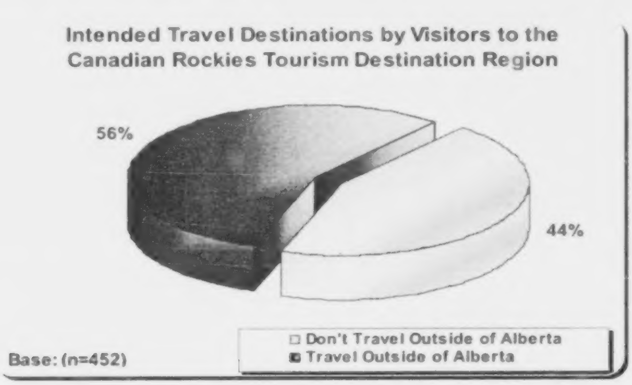


Almost three-quarters (71%) of Albertans who are planning to take leisure trips to the Canadian Rockies indicated they are planning to make about the same number of trips within Alberta this last year. Eight percent will make fewer leisure trips overall, and 19% intend to make more. This group of travelers are the most likely of all respondents who have plans for leisure trips to maintain their travel patterns from previous years.

The majority of trips planned within Alberta by these respondents will occur during the months of December (71%) and February (63%). The least number of trips will occur during November, with only a third (33%) planning trips. More than half of these travelers are planning trips during the months of January (58%), March (59%), and April (54%).

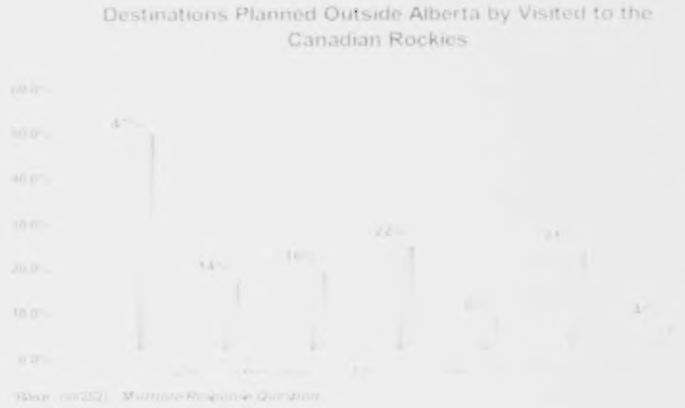
More than half (56%) of visitors to this area also plan to travel outside of Alberta during the same time period. (See Exhibit 48 below). Of those, half (50%) are planning to make at least one trip elsewhere, and a much higher 75% intend to make up to two trips. Overall, 94% of households visiting the Canadian Rockies also intend to make up to four trips outside of the province.

EXHIBIT 48. *INTENDED TRAVEL DESTINATIONS BY VISTORS TO THE CANADIAN ROCKIES.*



Although these respondents have plans to travel outside the province, still the majority of these trips will be to destinations within Canada. Travel to British Columbia is the highest destination at 47%, followed by trips to other areas of Canada (16%) and Saskatchewan (14%). This is the highest group of travelers to have plans to travel to British Columbia of all regions. International travel will primarily be to the United States (22%) and to the "Southern Sun" countries (21%). A much smaller 6% plan to travel to Europe, or to other international destinations (4%). See Exhibit 49 on the following page.

EXHIBIT 49. [illegible] PLANNED OUTSIDE ALBERTA [illegible]



4.6.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Weekend and long weekend trips dominate the travel plans of visitors to the Canadian Rockies. The majority (84%) intend to take at least one trip on a weekend, or over a long weekend. Half of these travelers (50%) are planning to make one or two trips, while 24% intend to make more than four trips on a weekend, or long weekend over the six month time period.

Around a third (32%) of those planning to visit the Canadian Rockies, are planning to make overnight trips, and a smaller 20% are planning trips of one week or longer. Travelers planning overnight trips, primarily have plans to make four and more trips (14%) over the next six months. Most people who are planning trips of one week or longer will only make one trip of this length. (The reader should note that the response to this question represents the overall trips being made by households, and do not represent the number of trips to be made to this specific region. See Exhibit 50 below.

EXHIBIT 50. *NUMBER OF LEISURE TRIPS PLANNED WITHIN ALBERTA BY VISTORS TO THE CANADIAN ROCKIES BY THE LENGTH OF A TRIP*

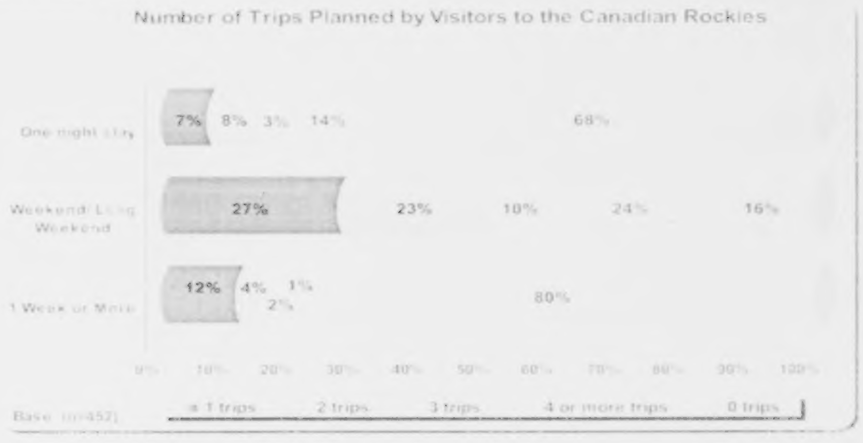
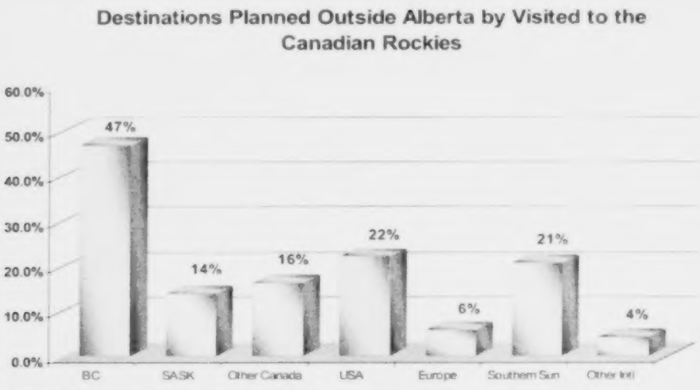


EXHIBIT 49. *NUMBER OF LEISURE TRIPS PLANNED OUTSIDE ALBERTA BY VISTORS TO THE CANADIAN ROCKIES.*



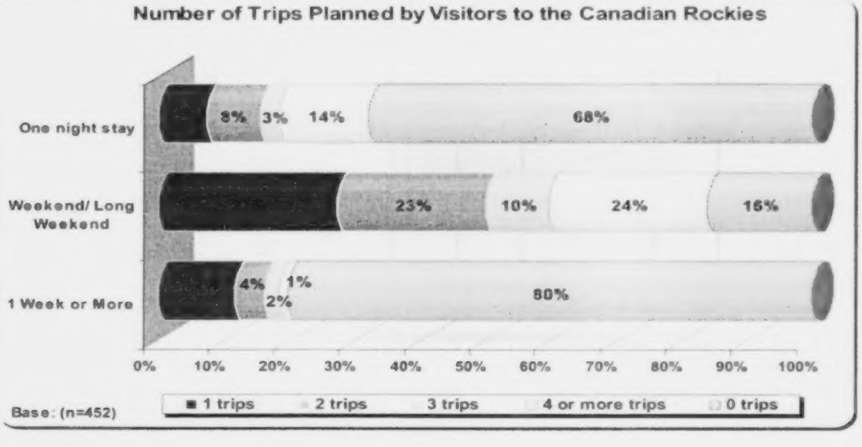
Base: (n=252) - ***Multiple Response Question***

4.6.4 MAIN CHARACTERISITICS OF PLANNED TRIPS

Weekend and long weekend trips dominate the travel plans of visitors to the Canadian Rockies. The majority (84%) intend to take at least one trip on a weekend, or over a long weekend. Half of these travelers (50%) are planning to make one or two trips, while 24% intend to make more than four trips on a weekend, or long weekend over the six month time period.

Around a third (32%) of those planning to visit the Canadian Rockies, are planning to make over-night trips, and a smaller 20% are planning trips of one week or longer. Travelers planning overnight trips, primarily have plans to make four and more trips (14%) over the next six months. Most people who are planning trips of one week or longer will only make one trip of this length. (The reader should note that the response to this question represents the overall trips being made by households, and do not represent the number of trips to be made to this specific region. See Exhibit 50 below.

EXHIBIT 50. *NUMBER OF LEISURE TRIPS PLANNED WITHIN ALBERTA BY VISTORS TO THE CANADIAN ROCKIES BY THE LENGTH OF A TRIP*



Travel Party Size

The size of travel parties to the Canadian Rockies ranges between one to seven people, with an average travel group 2.6 people on weekend trips, and 2.63 people on trips of one week or longer. Regardless of the length of the trip, the most common travel party size is two (2) people. See Table 48.

Days Required to Plan Leisure Trip

Visitors to the Canadian Rockies indicated that, on average, it takes 16 days to plan a weekend trip within Alberta, while a trip of one week or longer, on average, can take up to 48 days to plan. The most likely time requirements for planning weekend trips within Alberta is 7 days, while the more typical time frame for planning trips of one week or longer is one month. See Table 48.

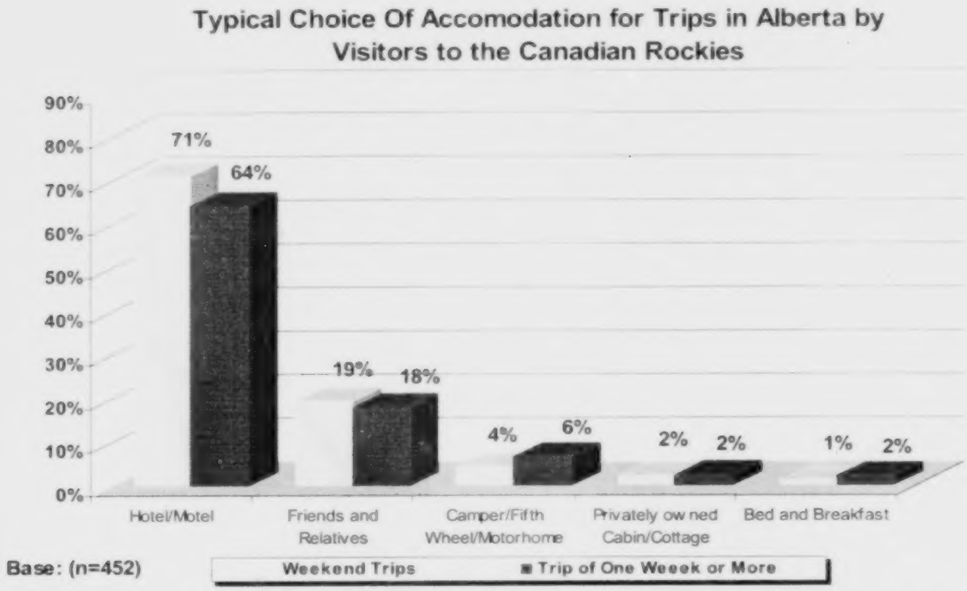
TABLE 48. *TRAVEL PARTY SIZE AND DAYS REQUIRED TO PLAN LEISURE TRIPS IN ALBERTA BY VISITORS TO THE CANADIAN ROCKIES.*

Number of members in household traveling on...	Mean (weighted)	Mode (weighted)
A. Weekend trips (n=448)	2.61 persons	2 persons
B. Trips of one week or longer (n=389)	2.63 persons	2 persons
Number of days in advance typically required to plan leisure trips within Alberta for...	**Mean (weighted)**	**Mode (weighted)**
A. Weekend trips (n=447)	16.00 days	7 days
B. Trips of one week or longer (n=380)	47.99 days	30 days

Accommodation Choice

Regardless of the length of the trip, the primary choice of accommodation by visitors to this region is a hotel or a motel. A high 71% of visitors on weekend trips will make this choice, and almost two thirds (64%) will make this choice for trips of one week or longer. Travelers to the Canadian Rockies are the highest users of hotels and motels of all regions. Compared to travelers to the other TDRs a much smaller 19% have plans to stay with family and friends on a weekend trip, or on a trip of one week or longer (18%). This is not a surprise considering visitors to this region indicated a lower level of visiting family or friends compared to other regions. The use of a Camper/Motor Home, or a fifth-wheeler, and other accommodation options is low for trips to this region, but is comparable to what visitors to other region report. See Exhibit 51 on the following page.

EXHIBIT 51. *ACCOMMODATION CHOICE FOR TRIPS IN ALBERTA BY VISITORS TO THE CANADIAN ROCKIES.*



4.6.5 ACTIVITIES

Seventy-five percent (75%) of all visitors to the Canadian Rockies indicated they would be very likely to engage in activities associated with visiting family, friends or relatives. This is the lowest of all regions. Other more popular activities during these visits include 61% who said they are very likely enjoy various indoor leisure activities, such as shopping, attending casinos, nightclubs or water and amusement parks. Not surprisingly, the number of respondents who said they are very likely to undertake snowboarding or downhill skiing (57%) is the highest of all regions. Similar to responses from travelers to other regions, only around a third indicated they are very likely to visit museums and historic sites (37%), to participate in outdoor recreation activities (35%) or to attend festivals and cultural activities (35%).

Some of the less popular activities that respondents indicated they would be unlikely to participate in include; snowmobiling, organized sport events, going to a day spa or destination spas. However it should be noted that of all regions, visitors to the Canadian Rockies are the most likely to go to a day spa or destination spa and to take part in outdoor recreation activities. See Table 49 on the following page.

The least popular activities regardless of the destination are the Canadian Finals Rodeo (97% - very unlikely) and outdoor adventure (87% - very unlikely).

TABLE 49. *LIKEHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES BY VISTORS TO THE CANADIAN ROCKIES.*

VISITORS TO THE CANADIAN ROCKIES TOURISM DESTINATION REGION					
Q.10 Activities (n=452)	**Likelihood of Participating in...**				
	Very Unlikely	**Somewhat Unlikely**	**Somewhat Likely**	**Very Likely**	**Don't Know**
Downhill Skiing or Snowboarding	32.30%	2.40%	7.50%	57.50%	0.20%
X-Country Skiing	59.60%	4.70%	11.10%	23.70%	0.90%
Snowmobiling	77.00%	3.10%	7.30%	10.40%	2.20%
Outdoor Recreation	36.30%	3.30%	25.20%	35.20%	0.00%
Outdoor Adventure	87.40%	3.30%	4.40%	4.20%	0.70%
Indoor Winter Sports	56.10%	4.00%	14.40%	25.30%	0.20%
Museums and Historic Sites	36.90%	7.10%	18.10%	36.90%	0.90%
Canadian Finals Rodeo	96.90%	1.10%	0.00%	0.20%	1.80%
Festivals and Cultural Activities	37.20%	8.00%	18.80%	34.70%	1.30%
Indoor Leisure Activities	20.20%	2.40%	15.70%	61.40%	0.20%
Visit Friends & Relatives	16.80%	1.50%	6.20%	75.50%	0.00%
Attractions	46.10%	4.90%	19.40%	28.90%	0.70%
Organized Sports Events	75.90%	3.30%	10.00%	10.20%	0.70%
Spectator Sports and Entertainment	67.90%	3.50%	11.50%	16.20%	0.90%
Day Spa or Destination Spa	74.60%	2.20%	9.50%	13.30%	0.40%

4.6.6 FACTORS AFFECTING TRAVEL INTENTIONS

Just under a third (31%) of all respondents planning to make leisure trips to the Canadian Rockies indicated that their travel plans between November 2003 and April 2004 have been negatively influenced by recent global events or local economic conditions.

Local economic conditions such as, *"increasing fuel prices"* (18%), *"lower interest rates"* (5%). and *"the rising Canadian dollar"* (6%), appear to have the greatest influence. Global events that have also influenced travel plans include *"9/11 and terrorism in general"* (8%) and the *"general economic slowdown"* (6%). See Table 50.

TABLE 1 *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO THE CANADIAN ROCKIES.*

Global or Local events that have negatively influenced Travel Plans	
Increasing fuel prices	18.50%
911/terrorism in general	8.10%
The rising Canadian dollar	6.20%
General Economic slowdown	6.10%
Lower Interest Rates	5.40%
Dampening of global capital markets	3.00%
Other	0.70%
(Multiple Response) (n=452)	

While some of the influencing factors had a negative impact on travel plans, others had a positive impact. When asked how these local or global events and conditions impacted their travel plans, from a positive standpoint 13% said they are *"staying closer to home* – and *traveling within the province"*, and on a negative note 9% indicated that they are *"taking fewer trips"*. A very small 2% indicated they have stopped flying all together and are only driving on their trips.

Table 51 lists a variety of ways that the travel plans of visitors to the Canadian Rockies have been impacted. Some indicated they are taking shorter trips or are not traveling to the United States. Others indicated that traveling has become too expensive for them, they are watching their travel budgets more closely, and being more careful when selecting travel destinations, or are traveling more in North America only. Table 51 on the following page lists the various levels of impact made by these events and conditions.

TABLE 51 *GLOBAL EVENTS IMPACTING TRAVEL PLANS OF VISITORS TO THE CANADIAN ROCKIES.*

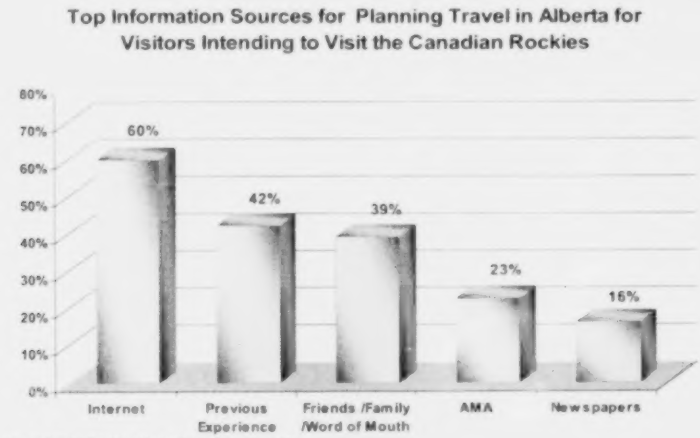
Type of Impact on visitors to the Canadian Rockies travel plans between November 2003 and April 2004.	
Staying close to home - traveling in Alberta	13.20%
Other;	10.0% (45)
• Shorter Trips	(6)
• Not traveling to US	(6)
• Travel too expensive	(5)
• Careful planning / More cautious	(3)
• Watching budget more to have finances	(3)
• Staying/Traveling in Canada	(3)
• Fewer trips	(3)
• Not traveling internationally	(3)
• Better exchange rate/Rising Cnd dollar encourages travel to US/Outside Canada	(2)
• Traveling in North America	(2)
• Traveling more	(2)
• Fuel prices effect traveling	(1)
• Various Others	(4)
Taking fewer trips	9.40%
Not flying - only driving	2.30%
Staying at home, not travelling anywhere	0.50%
Don't Know	2.30%
(Multiple Response) (n=452)	

4.6.7 ADVERTISING/INFORMATION SOURCES

INFORMATION SOURCES

When asked about the information sources they rely on to plan leisure trips within Alberta, a high 60% indicated they rely on the Internet as their primary source. Of all regions, this group is the second highest user of the Travel Alberta website. To a lesser degree they plan their trips based on their own previous travel experience (42%), or information they receive from their friends and family (39%). They also rely on the AMA (23%) and on various newspapers (16%) advertisements for information. See Exhibit 52 on the following page.

EXHIBIT 52 *TRAVEL INFORMATION SOURCES USED BY VISITORS TO THE CANADIAN ROCKIES.*



Base: (n=452) - *Multiple Response Question*

When specific websites as a source is identified, the Travel Alberta website was named the most often by 10% of all visitors to the Canadian Rockies followed by the AMA website (5%). A very small number (2%) named the Edmonton Tourism website, and an even smaller 1% mentioned the Tourism Calgary website. See Table 52.

TABLE 52 *WEBSITE USED BY VISITORS TO THE CANADIAN ROCKIES TO PLAN TRAVEL IN ALBERTA*

Websites Used To Plan Trips	**Frequency**	**% of Total**
Travel Alberta Website	47	10.5%
AMA Website	23	5.1%
Tourism Calgary Website	8	1.8%
Tourism Edmonton Website	5	1.2%
Base: (n=452)		

ADVERTISING

When advertising and promotional campaigns were discussed, half (56%) of the respondents indicted they had seen or heard travel related advertising over the previous two to three months. However, when asked for specific details on what they had seen or heard responses were limited. Close to a quarter (23%) were either unable to recall the advertising (11%), or could not describe it in any detail (12%); at most, they could specify the media source. Respondents who were able to describe what they had seen or heard most often named Travel Alberta commercials or ads (11%), or advertising related to the Canadian Rockies, ski destinations or Mountain Parks (11%).

A much smaller number of respondents remembered seeing advertising about travel in Alberta in general (2%), attractions in Edmonton and Calgary (1%), or recreational activities and outdoor sports (1%). See Table 53 on the following page.

TABLE 53. *ADVERTISING RECALLED BY VISITORS TO THE CANADIAN ROCKIES.*

ADVERTISING DESCRIPTION		
	Frequency	**% of Total**
Does not recall any advertising	**199**	**44.0%**
Recalls seeing, hearing or reading advertising about travel	**253**	**56.0%**
• Travel Alberta	52	11.5%
• Rockies/ Skiing/ Mountain Parks	48	10.6%
• Alberta in general	11	2.4%
• Edmonton & Calgary area and attractions	5	1.1%
• Activities/ Outdoor Sports	5	1.1%
• West Edmonton Mall/ Fantasy Land Hotel	2	0.4%
• Other	20	4.4%
• Did not specify	56	12.4%
• Can't remember	52	11.5%
Base: (n=452)		

One in four (25%) visitors to the Canadian Rockies, who did see, hear, or read any advertising about travel in Alberta, recalled that it was on television. Another 22% recalled it from newspapers and 12% said they had seen something in an AMA magazine. A much smaller number mentioned various brochures (9%) or other magazines (6%). A small 4% mentioned the radio and equally as few identified the Internet as their source, regardless that the Internet was named earlier named as the most popular information source for making travel plans. See Table 54 below.

TABLE 54 *MEDIA SOURCE OF ADVERTISING SPECIFIED BY VISITORS TO THE CANADIAN ROCKIES.*

MEDIA SOURCE*		
	Frequency	**% of Total**
TV	62	24.5%
Newspaper	55	21.7%
AMA / AMA Magazine	30	11.9%
Brochures	23	9.1%
Magazines	16	6.3%
Radio	11	4.3%
Internet	10	4.0%
Bilboards	3	1.2%
Other	33	13.0%
Does not recall	52	20.6%
Base: (n=253)		

** Question treated as Multiple Response as some respondents specified more than one media source.*

APPENDICES

Appendix I. Highlights of the Study

Total N=1150	Calgary & Area (n=431)	Edmoton & Area (n=433)	Alberta North (n=123)	Alberta Central (n=316)	Alberta South (n=245)	Canadian Rockies (n=452)
Demographics						
M=42.5% F=57.5% Average Age=43.3	M=44.3% F=55.7% Average Age=43.8	M=41.2% F=58.8% Average Age=42.3	M=40.6% F=59.4% Average Age=41.7	M=37.2% F=62.8% Average Age=46.5	M=42.9% F=57.1% Average Age=45.2	M=47.3% F=52.7% Average Age=41.3
Top Salary Range:						
7% - less than $25,000 23% - $25,000-$49,999 28% - $50,000 -$99,999 16% - $100,000 & over	8% - less than $25,000 25% - $25,000-$49,999 36% - $50,000 -$99,999 14% - $100,000 & over	6% - less than $25,000 25% - $25,000-$49,999 41% - $50,000 -$99,999 15% - $100,000 & over	7% - less than $25,000 28% - $25,000-$49,999 37% - $50,000 -$99,999 10% - $100,000 & over	9% - Less than $25,000 26% - $25,000-$49,999 38% - $50,000 -$99,999 9% - $100,000 & over	7% - less than $25,000 21% - $25,000-$49,999 42% - $50,000 -$99,999 12% - $100,000 & over	3% - less than $25,000 19% - $25,000-$49,999 41% - $50,000 -$99,999 23% - $100,000 & over
Household Composition:						
Single Adult - 12% 2 adults w/Ch. – 42% 2 adults no Ch. – 38%	Single Adult - 14% 2 adults w/Ch - 39% 2 adults no Ch. - 37%	Single Adult - 11% 2 adults w/Ch. - 45% 2 adults no Ch. - 38%	Single Adult - 9% 2 adults w/Ch. - 42% 2 adults no Ch. - 36%	Single Adult - 15% 2 adults w/Ch. - 35% 2 adults no Ch. - 43%	Single Adult - 15% 2 adults w/Ch - 43% 2 adults no Ch. - 36%	Single Adult - 9% 2 adults w/Ch. - 47% 2 adults no Ch. - 37%
Average Number of Planned Trips over next six months						
6.4	7.5	7.1	7	8.6	6.6	6.6
Total Trips Planned						
1 trip - 10% 2 trips - 18% 3 trips - 19% 4 trips - 11% 5 trips - 7% 6 - 9 trips - 16% 10 or more trips - 19%	1 trip - 6% 2 trips - 13% 3 trips - 19% 4 trips - 13% 5 trips - 8% 6 - 9 trips - 20% 10 or more trips - 22%	1 trip - 5% 2 trips - 15% 3 trips - 19% 4 trips - 13% 5 trips - 8% 6 - 9 trips - 16% 10 or more trips - 23%	1 trip - 4% 2 trips - 14% 3 trips - 24% 4 trips - 15% 5 trips - 10% 6 - 9 trips - 15% 10 or more trips - 18%	1 trip - 4% 2 trips - 10% 3 trips - 19% 4 trips - 11% 5 trips - 6% 6 - 9 trips - 21% 10 or more trips - 29%	1 trip 6% 2 trips 17% 3 trips - 15% 4 trips - 13% 5 trips - 8% 6 - 9 trips 21% 10 or more trips - 19%	1 trip - 11% 2 trips - 17% 3 trips - 19% 4 trips - 10% 5 trips - 7% 6 - 9 trips - 14% 10 or more trips - 22%
Origin of Visitors						
Cal. & Area – 319% Edm. & Area – 34% Ab North – 4% Ab Central – 18% Ab South – 11% Cdn. Rockies – 1%	Cal. & Area – 2% Edm. & Area – 48% Ab North – 4% Ab Central – 21% Ab South – 23% Cdn. Rockies – 2%	Cal. & Area – 41% Edm. & Area – 5% Ab North – 9% Ab Central – 29% Ab South – 14% Cdn. Rockies – 2%	Cal. & Area – 16% Edm. & Area – 45% Ab North – 10% Ab Central – 26% Ab South – 2% Cdn. Rockies – 1%	Cal. & Area - 25% Edm. & Area – 40% Ab North – 3% Ab Central – 24% Ab South – 8% Cdn. Rockies – 1%	Cal. & Area – 35% Edm. & Area – 24% Ab North – 1% Ab Central – 18% Ab South – 22% Cdn. Rockies – 1%	Cal. & Area – 41% Edm. & Area – 40% Ab North – 2% Ab Central – 11% Ab South – 5% Cdn. Rockies – 1%
Planning Trips Outside Alberta						
51%	54%	51%	42%	48%	49%	56%
Destinations						
BC - 23% SK - 9% Other Canada – 9% USA – 11% Southern Sun – 9%	BC - 21% SK - 11% Other Canada – 10% USA – 12% Southern Sun – 12%	BC - 26% SK - 8% Other Canada –10% USA – 10% Southern Sun – 9%	BC - 21% SK - 7% Other Canada – 8% USA – 8% Southern Sun – 6%	BC - 23% SK - 10% Other Canada – 7% USA – 11% Southern Sun – 9%	BC - 25% SK - 8% Other Canada – 12% USA – 5% Southern Sun – 8%	BC - 26% SK - 8% Other Canada – 9% USA – 12% Southern Sun – 12%
Trip Length						
One Night – 39% Weekend/Long Weekend –55% Week & more – 6%	One Night – 42% Weekend/Long Weekend –53% Week & more – 5%	One Night – 45% Weekend/Long Weekend –50% Week & more – 5%	One Night – 37% Weekend/Long Weekend –54% Week & more – 8%	One Night – 47% Weekend/Long Weekend –49% Week & more – 4%	One Night – 42% Weekend/Long Weekend –49% Week & more – 8%	One Night – 33% Weekend/Long Weekend –60% Week & more – 7%
Planning Time Required						
Weekend – 16.27 days Week & more – 45.75 days	Weekend – 17.8 days Week & more – 50.88 days	Weekend –13.78 days Week & more – 43.83 days	Weekend – 13.13 days Week & more – 37.62 days	Weekend – 16.96 days Week & more – 44.01 days	Weekend – 15.47 days Week & more – 44.29	Weekend – 16.00 days Week & more – 47.99 days
Typical Accommodations for Weekend Trips (Top Four)						
Hotel/Motel - 56% Family/Friends -35% Camper/5th Wh. - 4% Privately Owned Cottage.Cabin - 1%	Hotel/Motel - 55% Family/Friends - 38% Camper/5th Wh. - 3% Privately Owned Cottage.Cabin - 1%	Hotel/Motel - 54% Family/Friends - 41% Camper/5th Wh. - 3% Privately Owned Cottage.Cabin - 0%	Hotel/Motel - 50% Family/Friends - 35% Camper/5th Wh. - 8% Privately Owned Cottage.Cabin - 1%	Hotel/Motel - 46% Family/Friends - 42% Camper/5th Wh. - 6% Privately Owned Cottage.Cabin - 2%	Hotel/Motel - 49% Family/Friends - 42% Camper/5th Wh. - 5% Privately Owned Cottage.Cabin - 0%	Hotel/Motel - 71% Family/Friends - 19% Camper/5th Wh. - 4% Privately Owned Cottage.Cabin - 2%
Typical Accommodations for One Week and Longer Trips (Top Four)						
Hotel/Motel - 54% Family/Friends - 30% Camper/5th Wh. - 8% Bed & Breakfast - 2%	Hotel/Motel - 55% Family/Friends - 31% Camper/5th Wh. - 6% Bed & Breakfast - 2%	Hotel/Motel - 51% Family/Friends - 35% Camper/5th Wh. - 7% Bed & Breakfast - 1%	Hotel/Motel - 38% Family/Friends - 44% Camper/5th Wh. - 8% Bed & Breakfast - 0%	Hotel/Motel - 43% Family/Friends - 35% Camper/5th Wh. - 11% Bed & Breakfast - 3%	Hotel/Motel - 46% Family/Friends - 36% Camper/5th Wh. - 9% Bed & Breakfast - 2%	Hotel/Motel - 64% Family/Friends - 18% Camper/5th Wh. - 6% Bed & Breakfast - 2%

Highlights of the Study – Cont'd

Total N=1150	**Calgary & Area (n=431)**	**Edmoton & Area (n=433)**	**Alberta North (n=123)**	**Alberta Central (n=316)**	**Alberta South (n=245)**	**Canadian Rockies (n=452)**
Top 2 Most Likely Activities (mean= out of 4)						
Friends & Family 3.6 Indoor Leisure Activities 3.2	Friends & Family 3.8 Indoor Leisure Activities 3.4	Friends & Family 3.8 Indoor Leisure Activities 3.4	Friends & Family 3.8 Indoor Leisure Activities 3.3	Friends & Family 3.8 Indoor Leisure Activities 3.2	Friends & Family 3.8 Indoor Leisure Activities 3.3	Friends & Family 3.4 Indoor Leisure Activities 3.2
Travel Information Source (Top Five)						
Internet in General - 52% Friends & Family - 45% Prev. Experience - 44% AMA - 22% Newspapers - 15%	Internet in General - 53% Friends & Family - 49% Prev. Experience - 43% AMA - 23% Newspapers - 16%	Internet in General - 54% Friends & Family - 47% Prev. Experience - 44% AMA - 19% Newspapers - 15%	Internet in General - 47% Friends & Family - 47% Prev. Experience - 38% AMA - 20% Brochures - 15%	Friends & Family - 54% Internet in General - 51% Prev. Experience - 44% AMA - 25% Newspapers - 15%	Internet in General - 53% Friends & Family - 45% Prev. Experience - 45% AMA - 19% Newspapers - 17%	Internet in General - 60% Friends & Family - 39% Prev. Experience - 42% AMA - 23% Newspapers - 16%
Advertisement Recall						
55%	58%	56%	55%	56%	53%	56%
Travel Plans Impacted by Global Events						
37%	41%	38%	42%	42%	40%	31%
Key Global Events That Impacted Travel Plans (Top Three)						
Increasing fuel prices -24% The Rising CND dollar -11% 9/11 / terrorism - 10%	Increasing fuel prices -26% The Rising CND dollar -12% 9/11 / terrorism - 11%	Increasing fuel prices -26% The Rising CND dollar -12% 9/11 / terrorism - 11%	Increasing fuel prices - 30% The Rising CND dollar - 14% 9/11 / terrorism - 8%	Increasing fuel prices -30% The Rising CND dollar -13% 9/11 / terrorism - 8%	Increasing fuel prices - 29% The Rising CND dollar - 11% 9/11 / terrorism - 9%	Increasing fuel prices -18% The Rising CND dollar -6% 9/11 / terrorism - 8%

Appendix II. Demographic Information

		DEMOGRAPHICS OF VISITORS TRAVELING TO TRAVEL DESTINATION REGIONS					
Household Composition	**Total n=1150***	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
Single Adult No Children	12.5%	14.4%	10.8%	8.7%	15.0%	15.3%	9.4%
2 Adults with Children	42.4%	39.2%	45.0%	42.5%	35.2%	43.1%	47.4%
2 Adults No Children	38.0%	37.5%	38.0%	35.6%	43.3%	35.6%	36.7%
Single Parent with Children	3.5%	5.1%	3.4%	9.0%	3.1%	2.6%	2.9%
Other	3.2%	3.7%	2.8%	3.1%	2.9%	2.8%	3.0%
Refused	0.4%	0.0%	0.0%	1.1%	0.4%	0.5%	0.6%
Age	**Total n=1150 ***	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
18 to 24 years	10.2%	11.1%	8.9%	12.8%	6.2%	9.8%	10.9%
25 to 34 years	17.9%	17.9%	21.4%	19.8%	16.8%	14.2%	19.2%
35 to 44 years	24.6%	22.7%	27.4%	21.7%	23.8%	20.2%	26.8%
45 to 54 years	21.9%	21.8%	18.7%	21.2%	19.6%	24.7%	23.7%
55 to 64 years	12.8%	13.9%	12.3%	11.5%	17.7%	17.1%	9.7%
65 years or older	8.1%	9.6%	6.4%	6.7%	13.1%	9.3%	4.5%
Refused	4.5%	3.0%	4.8%	6.3%	2.8%	4.6%	5.3%
Income	**Total n=1150***	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
Less than $25,000	6.8%	8.0%	6.5%	7.1%	8.6%	7.1%	2.6%
$25,000 to $49,999	23.4%	25.5%	24.6%	28.5%	26.2%	21.5%	19.3%
$50,000 to $99,999	38.4%	36.5%	40.6%	37.3%	38.4%	42.3%	40.7%
$100,000 and over	15.6%	13.6%	14.8%	9.6%	9.5%	12.4%	22.8%
Don't know	2.5%	2.9%	3.3%	3.3%	1.6%	2.8%	1.8%
Refused	13.2%	13.5%	10.3%	14.2%	15.6%	13.9%	12.8%
Are you currently an AMA Member?	**Total n=1150***	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
Yes	47.5%	51.6%	42.9%	29.3%	46.2%	46.8%	52.5%
No	51.1%	47.1%	55.5%	68.5%	51.8%	51.2%	45.8%
Don't know/Refused	1.4%	1.3%	1.6%	2.2%	2.0%	2.0%	1.8%
Gender	**Total n=1150***	**Calgary & Area n=431**	**Edmonton & Area n=433**	**Alberta North n=123**	**Alberta Central n=316**	**Alberta South n=245**	**Canadian Rockies n=452**
Male	42.5%	44.3%	41.2%	40.6%	37.2%	42.9%	47.3%
Female	57.5%	55.7%	58.8%	59.4%	62.8%	57.1%	52.7%

*** This number represents respondents who have plans to travel to Alberta destinations.**

Appendix III. Tables

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group

Q.1 I would like to point out that for the purpose of this study any leisure travel that occurs more than 80 km ((one way) away from home, regardless of length of time away from home, qualifies as a trip. This includes visits to family and friends, travel to special events such as weddings and anniversaries, travel for sporting events and all other types of leisure travel. This does not include personal errands such as going for groceries, Dr. Appointments, etc; commuting to or from work, moving to a new residence. With this in mind, how many leisure trips does your household intend to make between November 1 and April 30th, 2004?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
1.00	267	25	24	5	12	14	49	111	156	111					
	18.8%	5.7%	5.4%	4.2%	3.9%	5.7%	10.9%	9.6%	57.7%	43.5%					
2.00	274	54	64	18	33	42	79	208	65	91	117	1			
	19.3%	12.5%	14.8%	14.3%	10.4%	17.3%	17.4%	18.1%	24.1%	35.6%	46.5%	0.4%			
3.00	239	82	84	29	60	37	85	215	24	34	92	89			
	16.8%	19.1%	19.3%	23.9%	19.1%	15.1%	18.7%	18.7%	8.9%	13.4%	36.6%	53.4%			
4.00	142	54	58	18	34	32	45	130	12	11	27	39	53		
	10.0%	12.5%	13.4%	14.6%	10.9%	12.9%	9.9%	11.3%	4.4%	4.3%	10.6%	23.7%	52.8%		
5.00	84	33	33	12	20	21	32	81	3	5	7	21	22	26	
	5.9%	7.8%	7.7%	10.0%	6.4%	8.4%	7.1%	7.1%	1.1%	1.8%	2.9%	12.7%	22.0%	12.9%	
6.00	119	50	46	12	35	31	43	115	2	1	4	13	17	81	
	8.3%	11.6%	10.5%	9.7%	11.0%	12.8%	9.6%	10.0%	0.8%	0.5%	1.5%	7.8%	17.5%	40.0%	
7.00	23	12	9	1	11	10	6	22	1			2	1	19	
	1.6%	2.9%	2.0%	1.1%	3.4%	4.2%	1.3%	1.9%	0.5%			1.1%	1.2%	9.4%	
8.00	37	19	12	5	14	7	12	35	1		3		4	29	
	2.6%	4.5%	2.7%	4.2%	4.4%	2.9%	2.6%	3.1%	0.5%		1.1%		3.9%	14.2%	
9.00	12	4	5	0	6	3	4	10	1				1	9	
	0.8%	1.0%	1.1%	0.2%	1.8%	1.1%	0.8%	0.9%	0.5%				1.2%	4.5%	
10.00	51	21	22	3	20	12	19	51			1		1	26	23
	3.6%	4.9%	5.2%	2.4%	6.3%	4.8%	4.1%	4.4%			0.6%		0.7%	12.7%	13.1%
11.00	12	6	3	4	6	1	7	12			1			1	10
	0.9%	1.5%	0.6%	3.2%	1.8%	0.6%	1.6%	1.1%			0.3%			0.7%	5.6%
12.00	41	21	25	3	11	8	16	41		1				6	34
	2.9%	4.8%	5.7%	2.5%	3.4%	3.2%	3.5%	3.6%		0.3%				3.0%	19.5%
13.00	5	3				3	3	5							5
	0.4%	0.6%				1.1%	0.7%	0.5%							3.0%
14.00	4	1	2		1	4		4						1	3
	0.2%	0.3%	0.5%		0.5%	1.4%		0.3%						0.4%	1.6%
15.00	19	4	8	0	6	1	13	18	1	1			1	2	13
	1.4%	0.9%	1.8%	0.2%	1.7%	0.6%	2.9%	1.6%	0.5%	0.5%			0.7%	1.2%	7.6%
16.00	4	1	2	1	3	2	1	4							4
	0.2%	0.2%	0.5%	1.1%	0.9%	0.8%	0.3%	0.3%							2.0%
17.00	3		1		1		1	3							3
	0.2%		0.3%		0.4%		0.3%	0.2%							1.5%
18.00	12	4	4	1	6	2	5	12						2	10
	0.8%	1.0%	1.0%	0.6%	1.8%	0.8%	1.2%	1.0%						0.9%	5.7%
19.00	2	1	0		2	2		2							2
	0.1%	0.3%	0.0%		0.7%	0.8%		0.2%							1.2%
20.00	11	3	6	1	3		7	11							11
	0.8%	0.6%	1.3%	1.2%	0.8%		1.5%	1.0%							6.2%
21.00	4	1	1		2		3	4				1			2
	0.3%	0.3%	0.3%		0.7%		0.6%	0.3%				0.8%			1.3%
22.00	6	4	2	3	3	1	4	6							6
	0.4%	0.9%	0.5%	2.2%	0.8%	0.5%	0.8%	0.6%							3.6%
23.00	3	1	1		2	1	2	3							3
	0.2%	0.3%	0.3%		0.8%	0.3%	0.5%	0.3%							1.8%
24.00	16	8	5	1	8	4	3	14	3						14
	1.2%	1.9%	1.2%	0.9%	2.6%	1.6%	0.8%	1.2%	1.0%						7.8%
25.00	6	4	3		4	2	1	6							6
	0.4%	1.0%	0.7%		1.2%	0.6%	0.3%	0.5%							3.3%
27.00	4		1	1	3		2	4							4
	0.3%		0.3%	1.1%	0.8%		0.6%	0.3%							2.2%
28.00	1	1				1		1							1
	0.1%	0.2%				0.3%		0.1%							0.4%
30.00	5	1	3	0	0	1	4	5						0	5
	0.4%	0.3%	0.7%	0.2%	0.1%	0.5%	0.8%	0.4%						0.1%	2.7%

32.00	1		1				1	1							1
	0.1%		0.3%				0.3%	0.1%							0.7%
33.00	1		1		1			1							1
	0.1%		0.3%		0.4%			0.1%							0.7%
36.00	1		1		1	1		1							1
	0.1%		0.3%		0.4%	0.6%		0.1%							0.8%
37.00	1	1	1		1			1							1
	0.1%	0.3%	0.3%		0.4%			0.1%							0.7%
42.00	1				1	1		1							1
	0.1%				0.4%	0.5%		0.1%							0.7%
45.00	1	1					1	1							1
	0.1%	0.3%					0.3%	0.1%							0.8%
46.00	1						1	1							1
	0.1%						0.2%	0.1%							0.4%
48.00	1	1		1	1			1							1
	0.1%	0.3%		1.1%	0.4%			0.1%							0.8%
50.00	2	2	1		1	1	1	2							2
	0.2%	0.6%	0.3%		0.4%	0.5%	0.3%	0.2%							1.4%
51.00	2	2	1		1			2							2
	0.2%	0.6%	0.3%		0.4%			0.2%							1.4%
72.00	0	0	0		0			0							0
	0.0%	0.1%	0.1%		0.1%			0.0%							0.2%
77.00	1			1	1			1							1
	0.1%			1.1%	0.4%			0.1%							0.8%
100.00	1	1	1				1	1							1
	0.1%	0.3%	0.3%				0.3%	0.1%							0.7%
120.00	0	0	0			0		0							0
	0.0%	0.0%	0.0%			0.1%		0.0%							0.1%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.2 To the best of your knowledge how many of these trips are you planning to take in the month of…?

			Tourism Destination Regions							Frequency of Trips in Alberta						
		Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
November	0.00	1,002	260	266	83	171	149	304	754	246	230	214	131	65	83	32
		70.4%	60.3%	61.5%	67.4%	54.2%	60.7%	67.3%	65.6%	91.1%	90.1%	85.2%	78.7%	64.7%	41.0%	18.4%
	1.00	235	85	92	18	66	54	83	217	18	24	29	31	25	80	27
		16.5%	19.8%	21.2%	14.4%	20.8%	22.2%	18.3%	18.8%	6.6%	9.5%	11.6%	18.4%	25.6%	39.5%	15.3%
	2.00	109	50	46	12	50	22	36	106	2	1	8	3	8	32	54
		7.7%	11.6%	10.6%	10.0%	15.7%	9.1%	7.9%	9.2%	0.8%	0.4%	3.2%	2.0%	7.7%	16.0%	30.8%
	3.00	31	14	7	6	9	6	15	29	1				1	3	26
		2.2%	3.2%	1.6%	4.9%	3.0%	2.4%	3.2%	2.6%	0.5%				1.3%	1.3%	14.5%
	4.00	23	10	9	1	11	4	5	20	3				1	4	16
		1.6%	2.4%	2.2%	0.9%	3.5%	1.6%	1.1%	1.8%	1.0%				0.7%	1.8%	9.2%
	5.00	12	6	7	0	2	5	7	12				1		1	10
		0.9%	1.4%	1.5%	0.2%	0.7%	2.1%	1.6%	1.1%				0.8%		0.5%	5.6%
	6.00	7	3	4		5	3	1	7							7
		0.5%	0.6%	0.9%		1.7%	1.1%	0.3%	0.6%							3.7%
	7.00	1	1		1		1		1							1
		0.1%	0.3%		1.1%		0.5%		0.1%							0.8%
	8.00	0	0	0					0							0
		0.0%	0.0%	0.0%					0.0%							0.1%
	10.00	1			1	1			1							1
		0.1%			1.1%	0.4%			0.1%							0.8%
	12.00	0	0	0		0			0							0
		0.0%	0.1%	0.1%		0.1%			0.0%							0.2%
	15.00	1	1	1				1	1							1
		0.1%	0.3%	0.3%				0.3%	0.1%							0.7%
	20.00	0	0	0			0		0							0
		0.0%	0.0%	0.0%			0.1%		0.0%							0.1%
December	0.00	467	105	89	28	52	55	131	298	166	137	94	34	14	22	0
		32.8%	24.3%	20.4%	22.5%	16.3%	22.6%	29.0%	25.9%	61.3%	53.5%	37.2%	20.7%	14.0%	10.8%	0.2%
	1.00	543	167	175	56	117	98	161	452	91	108	122	98	48	72	5
		38.2%	38.7%	40.3%	45.3%	37.1%	40.2%	35.7%	39.3%	33.6%	42.1%	48.5%	58.9%	47.7%	35.6%	2.8%
	2.00	264	97	105	22	83	57	98	254	11	10	33	27	35	86	62
		18.6%	22.4%	24.3%	18.1%	26.3%	23.4%	21.7%	22.1%	4.0%	3.8%	13.2%	16.3%	35.4%	42.5%	35.1%
	3.00	63	26	30	4	22	16	27	63	0	1	3	5	3	18	33
		4.4%	5.9%	7.0%	3.0%	7.0%	6.4%	6.1%	5.5%	0.1%	0.5%	1.2%	3.1%	3.0%	8.7%	18.6%
	4.00	41	19	14	9	22	10	11	38	3					3	35
		2.9%	4.4%	3.2%	7.6%	6.9%	4.0%	2.5%	3.3%	1.0%					1.6%	19.6%
	5.00	17	5	8	0	6	2	11	17						2	15
		1.2%	1.1%	1.9%	0.2%	1.8%	0.8%	2.3%	1.5%						0.9%	8.5%
	6.00	9	2	6	1	5	3	4	9							9
		0.7%	0.4%	1.3%	1.1%	1.7%	1.1%	0.9%	0.8%							5.3%
	7.00	4			1	1		3	4				1			3
		0.3%			1.1%	0.4%		0.6%	0.4%				0.8%			1.5%
	8.00	1		1				1	1							1
		0.1%		0.3%				0.3%	0.1%							0.7%
	9.00	2	2	0	1	1			2							2
		0.1%	0.4%	0.0%	1.1%	0.4%			0.1%							0.9%
	10.00	7	5	1		4	4	3	7							7
		0.5%	1.2%	0.3%		1.2%	1.5%	0.7%	0.6%							3.9%
	12.00	0	0	0		0			0							0
		0.0%	0.1%	0.1%		0.1%			0.0%							0.2%
	15.00	5	5	3		2		1	5							5
		0.3%	1.1%	0.8%		0.8%		0.3%	0.4%							2.7%
	20.00	0	0	0			0		0							0
		0.0%	0.0%	0.0%			0.1%		0.0%							0.1%

January	0.00	698 49.1%	163 37.9%	183 42.1%	53 43.3%	116 36.6%	107 43.8%	191 42.2%	503 43.7%	195 72.1%	183 71.4%	159 63.2%	80 47.9%	40 39.7%	38 18.6%	5 2.6%
	1.00	445 31.3%	157 36.4%	138 31.8%	42 34.1%	97 30.7%	84 34.5%	144 31.9%	380 33.0%	64 23.7%	67 26.2%	82 32.4%	69 41.2%	50 49.7%	103 50.6%	11 6.5%
	2.00	164 11.6%	64 14.9%	64 14.8%	16 13.0%	52 16.5%	34 13.8%	66 14.6%	157 13.7%	6 2.2%	5 1.8%	11 4.3%	14 8.5%	10 10.5%	57 28.2%	61 34.7%
	3.00	37 2.6%	13 3.0%	16 3.7%	4 2.9%	13 4.0%	5 2.1%	15 3.2%	34 2.9%	3 1.0%	1 0.5%		3 1.5%	0 0.2%	3 1.3%	27 15.3%
	4.00	39 2.8%	16 3.6%	15 3.5%	5 4.2%	20 6.4%	6 2.3%	15 3.4%	37 3.2%	3 1.0%			1 0.8%		2 1.0%	33 18.7%
	5.00	23 1.6%	8 1.9%	8 1.9%	0 0.2%	8 2.5%	6 2.4%	15 3.3%	23 2.0%						1 0.3%	23 12.8%
	6.00	4 0.3%		4 0.9%		3 0.8%	1 0.6%	1 0.3%	4 0.3%							4 2.2%
	8.00	4 0.3%	3 0.6%	1 0.3%		2 0.7%	1 0.5%	1 0.3%	4 0.3%							4 2.2%
	9.00	1 0.1%	1 0.3%		1 1.1%	1 0.4%			1 0.1%							1 0.8%
	10.00	3 0.2%	2 0.5%	2 0.5%		1 0.4%		2 0.4%	3 0.3%							3 1.7%
	12.00	0 0.0%	0 0.1%	0 0.1%		0 0.1%			0 0.0%							0 0.2%
	15.00	4 0.3%	2 0.6%	1 0.3%	1 1.1%	3 0.8%		1 0.3%	4 0.3%							4 2.2%
	20.00	0 0.0%	0 0.0%	0 0.0%			0 0.1%		0 0.0%							0 0.1%
February	0.00	655 46.0%	143 33.1%	153 35.4%	52 42.5%	110 35.0%	108 44.0%	170 37.5%	466 40.6%	188 69.5%	182 71.1%	140 55.7%	82 49.3%	33 33.5%	25 12.5%	4 2.2%
	1.00	482 33.8%	170 39.5%	165 38.1%	48 38.8%	103 32.7%	82 33.6%	164 36.3%	413 35.9%	68 25.0%	66 25.9%	102 40.5%	72 43.6%	53 52.8%	109 53.8%	12 6.6%
	2.00	175 12.3%	71 16.6%	66 15.3%	13 10.3%	53 16.6%	36 14.5%	68 15.0%	164 14.2%	11 4.0%	6 2.5%	10 3.8%	11 6.4%	12 11.5%	61 29.9%	66 37.3%
	3.00	36 2.5%	12 2.8%	16 3.6%	2 1.8%	12 3.7%	6 2.4%	17 3.9%	35 3.0%	1 0.5%	1 0.5%		1 0.7%	2 2.1%	3 1.4%	27 15.3%
	4.00	44 3.1%	18 4.3%	18 4.1%	5 4.2%	22 7.0%	5 1.9%	21 4.6%	41 3.6%	3 1.0%					4 2.2%	37 20.7%
	5.00	17 1.2%	9 2.1%	7 1.5%	0 0.2%	8 2.4%	6 2.4%	8 1.7%	17 1.5%						0 0.1%	17 9.6%
	6.00	4 0.3%		4 1.0%		3 0.9%	1 0.6%	1 0.3%	4 0.4%							4 2.4%
	7.00	1 0.1%	1 0.3%	1 0.3%					1 0.1%							1 0.7%
	8.00	3 0.2%	2 0.4%	0 0.0%		1 0.4%	1 0.5%	1 0.3%	3 0.2%							3 1.5%
	9.00	1 0.1%	1 0.3%		1 1.1%	1 0.4%			1 0.1%							1 0.8%
	10.00	2 0.1%	1 0.3%	1 0.3%		1 0.4%		1 0.2%	2 0.2%							2 1.1%
	12.00	0 0.0%	0 0.1%	0 0.1%		0 0.1%			0 0.0%							0 0.2%
	15.00	2 0.2%	1 0.3%	1 0.3%	1 1.1%	1 0.4%		1 0.3%	2 0.2%							2 1.4%
	20.00	0 0.0%	0 0.0%	0 0.0%			0 0.1%		0 0.0%							0 0.1%

March	0.00	687	162	167	46	101	87	185	489	196	185	154	72	37	34	9
		48.3%	37.7%	38.5%	37.5%	31.9%	35.7%	41.0%	42.5%	72.3%	72.5%	61.3%	43.6%	36.9%	16.7%	5.0%
	1.00	455	150	153	43	101	88	155	390	65	65	83	80	53	99	10
		32.0%	34.9%	35.4%	34.9%	32.1%	36.0%	34.3%	33.9%	24.1%	25.6%	33.1%	48.2%	52.8%	48.6%	5.7%
	2.00	176	74	72	22	67	49	65	172	4	3	14	12	10	63	68
		12.4%	17.2%	16.7%	18.3%	21.3%	20.0%	14.5%	15.0%	1.6%	1.3%	5.6%	7.4%	10.3%	31.3%	38.8%
	3.00	40	15	16	2	12	9	20	38	3	1		1		7	28
		2.8%	3.6%	3.6%	1.5%	3.9%	3.8%	4.3%	3.3%	1.0%	0.5%		0.8%		3.2%	16.0%
	4.00	37	16	12	7	21	4	15	34	3						34
		2.6%	3.6%	2.9%	5.4%	6.6%	1.8%	3.4%	3.0%	1.0%						19.3%
	5.00	13	5	4	0	4	4	8	13						0	13
		0.9%	1.2%	1.0%	0.2%	1.3%	1.6%	1.7%	1.2%						0.1%	7.4%
	6.00	3	0	3		3	1		3							3
		0.2%	0.1%	0.7%		0.8%	0.6%		0.2%							1.6%
	7.00	1	1	1		1			1							1
		0.1%	0.3%	0.3%		0.4%			0.1%							0.7%
	8.00	3	2	0		1	1	1	3							3
		0.2%	0.4%	0.0%		0.4%	0.5%	0.3%	0.2%							1.5%
	9.00	2	2	1	1	1			2							2
		0.2%	0.6%	0.3%	1.1%	0.4%			0.2%							1.4%
	10.00	2	1	1		1		1	2							2
		0.1%	0.3%	0.3%		0.4%		0.2%	0.2%							1.1%
	12.00	0	0	0		0			0							0
		0.0%	0.1%	0.1%		0.1%			0.0%							0.2%
	15.00	2	1	1	1	1		1	2							2
		0.2%	0.3%	0.3%	1.1%	0.4%		0.3%	0.2%							1.4%
	20.00	0	0	0			0		0							0
		0.0%	0.0%	0.0%			0.1%		0.0%							0.1%
April	0.00	728	179	178	55	114	97	207	524	202	180	159	86	44	46	12
		51.2%	41.5%	41.0%	44.5%	36.1%	39.8%	45.8%	45.6%	74.5%	70.3%	63.1%	51.5%	44.6%	22.9%	6.6%
	1.00	408	135	138	36	88	75	134	350	58	67	74	71	37	89	13
		28.7%	31.3%	31.9%	28.9%	28.0%	30.4%	29.7%	30.4%	21.5%	26.1%	29.4%	42.6%	36.6%	43.9%	7.3%
	2.00	170	65	69	17	61	48	66	166	4	8	18	7	17	56	60
		12.0%	15.2%	16.0%	13.5%	19.4%	19.6%	14.6%	14.5%	1.5%	3.0%	7.0%	4.4%	17.5%	27.8%	33.9%
	3.00	49	23	23	6	15	11	20	45	4	1	1	1		7	34
		3.5%	5.3%	5.3%	5.1%	4.8%	4.6%	4.5%	3.9%	1.4%	0.5%	0.5%	0.7%		3.6%	19.4%
	4.00	39	15	14	5	23	7	11	36	3				1	3	32
		2.7%	3.5%	3.3%	4.5%	7.2%	3.0%	2.5%	3.1%	1.0%				1.3%	1.4%	18.0%
	5.00	12	5	5	0	5	3	6	12						0	12
		0.9%	1.2%	1.2%	0.2%	1.6%	1.0%	1.3%	1.1%						0.1%	6.7%
	6.00	5	1	2		2	1	3	5				1		1	3
		0.3%	0.2%	0.5%		0.7%	0.6%	0.6%	0.4%				0.8%		0.4%	1.4%
	8.00	4	1		1	2	1	3	4							4
		0.3%	0.3%		1.1%	0.8%	0.5%	0.6%	0.3%							2.2%
	9.00	2	2	0	1	1			2							2
		0.1%	0.4%	0.0%	1.1%	0.4%			0.1%							0.9%
	10.00	1	1	1		1			1							1
		0.1%	0.3%	0.3%		0.4%			0.1%							0.7%
	12.00	0	0	0		0			0							0
		0.0%	0.1%	0.1%		0.1%			0.0%							0.2%
	13.00	1	1	1					1							1
		0.1%	0.3%	0.3%					0.1%							0.7%
	15.00	2	1	1	1	1		1	2							2
		0.2%	0.3%	0.3%	1.1%	0.4%		0.3%	0.2%							1.4%
	20.00	1	1	0			1	1	1							1
		0.1%	0.3%	0.0%			0.5%	0.3%	0.1%							0.8%
	Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
	Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.3A How many of these trips will be within Alberta?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
0.00	270 19.0%								270 100.0%						
1.00	256 18.0%	58 13.5%	62 14.4%	12 9.5%	31 9.9%	33 13.6%	105 23.3%	255 22.2%		256 100.0%					
2.00	252 17.7%	83 19.2%	85 19.7%	25 20.7%	53 16.9%	47 19.2%	109 24.2%	251 21.8%			252 100.0%				
3.00	166 11.7%	77 17.9%	80 18.5%	28 22.8%	54 17.0%	35 14.4%	60 13.2%	166 14.5%				166 100.0%			
4.00	100 7.0%	47 10.8%	38 8.8%	15 12.0%	31 9.7%	28 11.6%	35 7.7%	100 8.7%					100 100.0%		
5.00	62 4.4%	24 5.5%	26 5.9%	9 7.0%	22 6.8%	30 12.1%	19 4.2%	62 5.4%						62 30.8%	
6.00	78 5.5%	34 7.8%	31 7.3%	9 7.5%	27 8.4%	20 8.4%	24 5.2%	77 6.7%						78 38.6%	
7.00	19 1.3%	9 2.1%	9 2.1%		5 1.5%	5 2.2%	10 2.2%	19 1.6%						19 9.2%	
8.00	28 2.0%	15 3.6%	16 3.7%	5 4.2%	12 3.7%	6 2.3%	7 1.5%	28 2.4%						28 13.9%	
9.00	15 1.1%	6 1.3%	10 2.3%	0 0.2%	6 1.7%	3 1.4%	7 1.5%	15 1.3%						15 7.6%	
10.00	34 2.4%	16 3.8%	13 3.1%	5 4.2%	16 5.0%	8 3.4%	13 2.8%	34 3.0%							34 19.4%
11.00	15 1.0%	8 1.9%	7 1.5%	2 2.0%	2 0.6%	1 0.5%	7 1.6%	15 1.3%							15 8.4%
12.00	27 1.9%	12 2.9%	14 3.3%	1 0.5%	8 2.6%	6 2.4%	9 1.9%	27 2.3%							27 15.1%
13.00	9 0.6%	2 0.5%	2 0.4%		3 1.0%	2 0.9%	6 1.3%	9 0.7%							9 4.8%
14.00	4 0.3%		3 0.8%		2 0.6%	1 0.3%	3 0.6%	4 0.3%							4 2.3%
15.00	10 0.7%	2 0.4%	2 0.4%	0 0.2%	3 1.0%		9 2.0%	10 0.9%							10 5.6%
16.00	3 0.2%	1 0.3%		1 1.1%	1 0.4%	1 0.5%	1 0.3%	3 0.2%							3 1.5%
17.00	5 0.3%	2 0.5%	2 0.6%		4 1.2%	1 0.5%	1 0.3%	5 0.4%							5 2.7%
18.00	9 0.6%	5 1.1%	2 0.4%	1 0.6%	2 0.7%	3 1.3%	4 0.9%	9 0.7%							9 4.8%
19.00	3 0.2%		1 0.3%	1 0.9%	2 0.7%	1 0.3%	1 0.3%	3 0.3%							3 1.8%
20.00	14 1.0%	7 1.5%	10 2.2%	1 1.2%	8 2.4%	1 0.5%	4 0.9%	14 1.2%							14 7.7%
21.00	1 0.1%				1 0.4%		1 0.3%	1 0.1%							1 0.7%
22.00	8 0.5%	5 1.2%	3 0.8%	3 2.2%	4 1.2%	2 0.6%	4 0.8%	8 0.7%							8 4.3%
23.00	3 0.2%				3 0.8%	1 0.3%	2 0.5%	3 0.3%							3 1.9%
24.00	8 0.5%	5 1.2%	2 0.4%		5 1.6%	2 1.0%	1 0.2%	8 0.7%							8 4.4%
25.00	3 0.2%	1 0.3%	3 0.7%		1 0.4%		1 0.3%	3 0.2%							3 1.6%
26.00	2 0.1%	1 0.2%		1 1.1%	1 0.4%	1 0.3%	1 0.3%	2 0.2%							2 1.2%
28.00	1 0.1%						1 0.3%	1 0.1%							1 0.7%
30.00	5 0.3%	2 0.5%	3 0.6%			1 0.3%	4 0.9%	5 0.4%							5 2.6%

32.00	1	1	1		1			1							1
	0.1%	0.3%	0.3%		0.4%			0.1%							0.7%
33.00	1		1		1			1							1
	0.1%		0.3%		0.4%			0.1%							0.7%
35.00	1	1	1					1							1
	0.1%	0.3%	0.3%					0.1%							0.7%
36.00	1		1		1	1		1							1
	0.1%		0.3%		0.4%	0.6%		0.1%							0.8%
40.00	1	1	1		1			1							1
	0.1%	0.3%	0.3%		0.4%			0.1%							0.7%
41.00	1				1	1		1							1
	0.1%				0.4%	0.5%		0.1%							0.7%
46.00	2	1		1	1		1	2							2
	0.1%	0.3%		1.1%	0.4%		0.2%	0.2%							1.2%
48.00	0	0	0					0							0
	0.0%	0.0%	0.0%					0.0%							0.1%
49.00	1	1				1	1	1							1
	0.1%	0.3%				0.5%	0.3%	0.1%							0.7%
51.00	1	1			1			1							1
	0.1%	0.3%			0.4%			0.1%							0.8%
69.00	0	0	0		0			0							0
	0.0%	0.1%	0.1%		0.1%			0.0%							0.2%
77.00	1			1	1			1							1
	0.1%			1.1%	0.4%			0.1%							0.8%
80.00	1	1	1				1	1							1
	0.1%	0.3%	0.3%				0.3%	0.1%							0.7%
119.00	0	0	0			0		0							0
	0.0%	0.0%	0.0%			0.1%		0.0%							0.1%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.3B And how many of these trips will be outside of Alberta?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
0.00	565	195	211	71	164	126	200	563		111	117	89	52	109	88
	39.7%	45.2%	48.6%	58.1%	51.9%	51.6%	44.2%	48.9%		43.5%	46.5%	53.4%	51.7%	53.7%	49.7%
1.00	475	124	123	34	72	64	126	318	157	91	92	40	23	37	35
	33.4%	28.9%	28.5%	27.5%	22.8%	26.0%	27.8%	27.6%	58.1%	35.6%	36.6%	24.1%	22.7%	18.2%	19.9%
2.00	221	63	53	15	45	37	69	156	65	34	27	21	19	30	25
	15.5%	14.6%	12.2%	11.9%	14.2%	15.2%	15.3%	13.6%	24.1%	13.4%	10.6%	12.7%	18.6%	15.0%	14.1%
3.00	78	26	20	1	13	10	27	54	24	11	7	13	1	13	8
	5.5%	6.0%	4.7%	1.1%	4.1%	3.9%	6.0%	4.7%	8.9%	4.3%	2.9%	7.8%	1.2%	6.4%	4.7%
4.00	39	9	12	1	11	2	14	28	11	5	4	2	4	6	8
	2.7%	2.0%	2.8%	0.9%	3.5%	0.9%	3.2%	2.4%	3.9%	1.8%	1.5%	1.1%	3.9%	2.9%	4.5%
5.00	12	2	3	0	4	1	4	9	3	1			1	2	4
	0.8%	0.5%	0.8%	0.2%	1.3%	0.3%	0.8%	0.8%	1.1%	0.5%			1.2%	1.2%	2.3%
6.00	8	4	1		2	3	3	6	2		3			1	2
	0.5%	1.0%	0.3%		0.7%	1.1%	0.6%	0.5%	0.8%		1.1%			0.4%	1.2%
7.00	1								1						
	0.1%								0.5%						
8.00	4		2		1		2	3	1		1			2	
	0.3%		0.4%		0.4%		0.4%	0.3%	0.5%		0.6%			0.8%	
9.00	3	1	1		1	1	1	1	1		1			1	
	0.2%	0.2%	0.2%		0.2%	0.3%	0.2%	0.1%	0.5%		0.3%			0.4%	
10.00	2	2	1		1	1		2						1	1
	0.1%	0.5%	0.3%		0.4%	0.4%		0.2%						0.4%	0.8%
11.00	1	1	1			1	1	1		1			1		
	0.1%	0.2%	0.2%			0.3%	0.2%	0.1%		0.3%			0.7%		
12.00	1		1		1			1						1	
	0.1%		0.3%		0.4%			0.1%						0.6%	
14.00	1						1	1		1					
	0.1%						0.3%	0.1%		0.5%					
15.00	4	2	1		0		2	3	1						3
	0.3%	0.4%	0.3%		0.1%		0.6%	0.2%	0.5%						1.5%
16.00	1	1	1					1							1
	0.1%	0.3%	0.3%					0.1%							0.7%
17.00	1						1	1				1			
	0.1%						0.3%	0.1%				0.8%			
20.00	1	1	1				1	1							1
	0.1%	0.3%	0.3%				0.3%	0.1%							0.7%
24.00	3	0		0		0		0	3					0	
	0.2%	0.1%		0.2%		0.1%		0.0%	1.0%					0.1%	
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q3C. What destinations outside Alberta do you plan to visit?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
British Columbia	379	93	111	26	73	61	118	265	114	62	49	35	22	48	49
	26.7%	21.5%	25.7%	20.9%	23.1%	24.8%	26.2%	23.0%	42.3%	24.1%	19.4%	21.3%	22.5%	23.7%	27.6%
Saskatchewan	133	48	36	8	32	20	35	99	34	26	18	10	12	16	17
	9.4%	11.2%	8.2%	6.8%	10.2%	8.0%	7.8%	8.6%	12.7%	10.2%	7.3%	6.3%	11.7%	7.7%	9.5%
The rest of Canada	154	44	42	9	21	31	41	102	52	26	22	15	9	17	13
	10.8%	10.3%	9.7%	7.7%	6.6%	12.5%	9.1%	8.9%	19.1%	10.2%	8.8%	9.2%	8.8%	8.4%	7.2%
USA	185	51	43	10	33	13	56	122	63	24	26	15	11	30	15
	13.0%	11.8%	10.0%	8.0%	10.5%	5.2%	12.4%	10.6%	23.4%	9.6%	10.4%	9.1%	10.9%	14.6%	8.7%
Europe	44	10	10	3	9	7	15	28	16	10	5	3	2	6	3
	3.1%	2.2%	2.3%	2.3%	2.8%	2.8%	3.2%	2.4%	6.0%	3.9%	2.1%	1.6%	1.5%	2.8%	1.6%
Southern Sun (Mexico, Caribbean	147	51	39	7	28	19	52	110	38	26	25	16	9	15	19
and other tropical destinations)	10.3%	11.9%	9.0%	5.7%	8.8%	7.7%	11.6%	9.5%	13.9%	10.3%	9.8%	9.5%	8.6%	7.6%	10.6%
Other International	36	7	13	0	6	7	11	25	10	4	8	4	2	6	0
	2.5%	1.7%	3.0%	0.2%	2.0%	2.7%	2.4%	2.2%	3.9%	1.7%	3.3%	2.2%	2.5%	3.1%	0.1%
REFUSED	3								3						
	0.2%								1.0%						
DON'T KNOW	21	4	5	1	1	4	1	10	11	4	3		1	1	1
	1.5%	1.0%	1.1%	1.1%	0.4%	1.6%	0.3%	0.9%	4.2%	1.5%	1.1%		0.7%	0.6%	0.8%
DO NOT PLAN TO TRAVEL	567	196	211	71	165	126	200	564		111	117	89	52	109	89
OUTSIDE OF ALBERTA	39.8%	45.6%	48.6%	58.1%	52.3%	51.6%	44.2%	49.1%		43.5%	46.5%	53.4%	51.7%	53.7%	50.5%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.4 Is there any particular reason why you do not intend to make any leisure trips in Alberta within the next 6 months?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
No interest/prefer destinations	53								53						
outside AB	3.8%								19.8%						
Need more info on things to do	2								2						
	0.1%								0.6%						
No money - financial	7								7						
	0.5%								2.7%						
Nothing new to do or see in Alberta	16								16						
	1.1%								5.8%						
Going to vacation in a warmer	91								91						
climate	6.4%								33.6%						
No time - too busy	6								6						
	0.5%								2.4%						
Other - Specify	113	3						3	111	1				1	
	8.0%	0.6%						0.2%	40.9%	0.5%				0.7%	
Do plan to make trips in Alberta	1,152	431	433	123	316	245	452	1,150		256	252	166	100	203	177
	81.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.4 Other - Specify

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
No particular reason	25								25						
	21.9%								22.4%						
Relatives live outside of Alberta	46								46						
	40.9%								41.9%						
Cold Winter Weather	11								11						
	9.4%								9.6%						
Vacation property outside of Alberta	4								4						
	3.8%								3.9%						
Moving out of province	1								1						
	0.6%								0.6%						
Too crowded															
Other	11								11						
	10.1%								10.3%						
Personal circumstances	2								2						
	1.8%								1.9%						
Refused	13	3						3	10	1				1	
	11.4%	100.0%						100.0%	9.3%	100.0%				100.0%	
Weighted Total	113	3						3	111	1				1	
Unweighted Total	107	2						2	105	1				1	

Base: All respondents, who mentioned other reasons for not traveling in Alberta (n=107)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.5 You have said that your household intends to make ____ leisure trips within Alberta over the next 6 months. Thinking about the number of trips you made last year between the months of November 2002 and April 2003, would you say your household will make ...

		Tourism Destination Regions						Frequency of Trips in Alberta					
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
More trips than last year	220	93	87	38	52	49	88	40	36	35	19	46	44
	19.1%	21.6%	20.1%	30.6%	16.4%	19.9%	19.5%	15.8%	14.4%	21.3%	18.7%	22.9%	24.9%
Fewer trips than last year OR	134	50	48	15	41	24	38	42	26	25	8	22	11
	11.7%	11.7%	11.2%	12.5%	13.1%	9.8%	8.4%	16.6%	10.4%	15.2%	7.7%	10.8%	6.5%
About the same number of trips this year compared to last year	788	287	297	70	218	170	322	169	189	105	73	133	120
	68.5%	66.5%	68.7%	56.9%	69.2%	69.4%	71.3%	66.1%	75.2%	63.0%	73.6%	65.6%	67.8%
DON'T KNOW	8	1	0		4	2	3	4		1		1	1
	0.7%	0.2%	0.1%		1.3%	0.8%	0.8%	1.5%		0.6%		0.7%	0.8%
REFUSED													
Weighted Total	1,150	431	433	123	316	245	452	256	252	166	100	203	177
Unweighted Total	1,170	490	525	134	294	239	395	242	257	158	112	221	183

Base: All respondents who indicated they plan to take trip/trips within Alberta in the next 6 months (N=1170)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.6 Again, of the _____ trip/trips, you plan to make within Alberta over the next 6 months, how many will be for ...?

			Tourism Destination Regions						Frequency of Trips in Alberta					
		Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
A one night stay	0.00	718 62.5%	250 58.1%	229 53.0%	71 57.8%	149 47.1%	145 59.1%	307 68.0%	223 87.4%	191 75.7%	107 64.6%	51 51.5%	95 46.8%	51 28.8%
	1.00	91 7.9%	30 7.0%	36 8.2%	10 8.2%	29 9.2%	12 4.9%	33 7.3%	31 12.0%	28 10.9%	18 10.6%	6 5.9%	9 4.5%	1 0.8%
	2.00	105 9.1%	39 9.0%	51 11.7%	15 12.6%	32 10.1%	27 11.1%	37 8.2%	1 0.5%	34 13.4%	18 10.8%	21 21.4%	22 10.9%	8 4.8%
	3.00	52 4.5%	26 6.1%	26 6.1%	9 7.0%	11 3.5%	17 7.0%	13 2.9%			23 14.0%	9 9.3%	15 7.6%	3 1.9%
	4.00	29 2.5%	15 3.5%	14 3.1%	1 1.2%	16 5.1%	7 2.9%	9 2.0%				12 11.9%	16 7.7%	3 1.6%
	5.00	37 3.3%	15 3.4%	18 4.1%	2 2.0%	21 6.6%	12 5.1%	13 2.9%					21 10.3%	16 9.3%
	6.00	29 2.5%	13 3.1%	13 3.1%	2 1.4%	12 3.7%	5 2.0%	10 2.2%					15 7.6%	14 7.9%
	7.00	10 0.9%	7 1.7%	7 1.6%	0 0.2%	2 0.6%	2 0.8%	6 1.2%					4 1.9%	6 3.5%
	8.00	6 0.5%	1 0.3%	6 1.3%	2 1.9%	3 1.0%	1 0.6%	1 0.3%					2 1.2%	4 2.1%
	9.00	8 0.7%	4 0.9%	3 0.7%	1 0.9%	2 0.8%	1 0.5%	3 0.7%					3 1.3%	5 2.9%
	10.00	11 0.9%	2 0.5%	6 1.3%	1 0.9%	6 1.8%	4 1.7%	5 1.0%						11 6.2%
	11.00	3 0.3%	2 0.5%		1 1.1%	3 0.8%	1 0.3%	1 0.3%						3 1.9%
	12.00	12 1.0%	6 1.3%	8 1.8%	0 0.2%	6 2.0%	1 0.5%	2 0.5%						12 6.6%
	13.00	4 0.3%	1 0.3%		1 1.1%	2 0.8%		3 0.6%						4 2.2%
	14.00	1 0.1%	1 0.3%	1 0.3%		1 0.4%								1 0.8%
	15.00	8 0.7%	3 0.6%	3 0.6%		4 1.3%	2 0.6%	4 0.9%						8 4.5%
	17.00	1 0.1%	1 0.3%	1 0.3%										1 0.8%
	18.00	2 0.1%	1 0.3%	0 0.1%	0 0.2%	1 0.4%	1 0.5%							2 0.9%
	19.00	1 0.1%	1 0.3%	1 0.3%		1 0.4%								1 0.7%
	20.00	9 0.8%	4 0.9%	6 1.5%	1 0.9%	5 1.6%	3 1.4%	2 0.4%						9 5.2%
	21.00	1 0.1%				1 0.4%		1 0.3%						1 0.7%
	23.00	1 0.1%	1 0.3%		1 1.1%	1 0.4%								1 0.8%
	24.00	2 0.1%	1 0.3%	0 0.1%		1 0.4%								2 0.9%
	30.00	2 0.2%	1 0.3%	2 0.5%		2 0.7%								2 1.3%
	40.00	0 0.0%	0 0.0%	0 0.0%										0 0.1%
	41.00	1 0.1%				1 0.4%	1 0.5%							1 0.7%
	42.00	1 0.1%			1 1.1%	1 0.4%								1 0.8%
	49.00	1 0.1%	1 0.3%				1 0.5%	1 0.3%						1 0.7%
	50.00	0 0.0%	0 0.1%	0 0.1%		0 0.1%								0 0.2%
	75.00	1 0.1%	1 0.3%	1 0.3%				1 0.3%						1 0.7%
	100.00	0 0.0%	0 0.0%	0 0.0%			0 0.1%							0 0.1%

A weekend or long weekend	0.00	241 20.9%	80 18.5%	99 22.9%	19 15.5%	69 21.8%	48 19.6%	72 16.0%	79 31.1%	50 20.0%	32 19.4%	17 17.2%	37 18.2%	25 14.0%
	1.00	276 24.0%	81 18.9%	80 16.5%	18 14.7%	54 17.0%	46 18.6%	122 27.1%	176 68.9%	53 21.0%	24 14.3%	12 11.6%	9 4.2%	5 2.8%
	2.00	244 21.2%	96 22.3%	92 21.2%	39 32.0%	59 18.7%	50 20.5%	103 22.7%		148 59.0%	37 22.5%	32 32.2%	18 8.9%	9 5.2%
	3.00	110 9.6%	49 11.3%	43 9.9%	12 10.1%	33 10.5%	34 13.7%	43 9.6%			73 43.7%	11 10.6%	20 9.9%	7 3.9%
	4.00	58 5.0%	28 6.6%	23 5.3%	9 7.4%	16 5.2%	16 6.7%	26 5.8%				28 28.3%	22 10.9%	7 4.0%
	5.00	63 5.5%	26 6.1%	32 7.4%	9 7.7%	23 7.2%	20 8.4%	19 4.2%					44 21.7%	19 10.7%
	6.00	46 4.0%	20 4.7%	19 4.5%	4 3.0%	18 5.8%	12 5.1%	15 3.2%					33 16.4%	13 7.1%
	7.00	14 1.2%	5 1.1%	5 1.1%	1 1.2%	5 1.6%	3 1.4%	8 1.8%					10 4.9%	4 2.1%
	8.00	14 1.2%	5 1.2%	10 2.2%	3 2.7%	6 1.9%	2 0.9%	3 0.7%					8 3.9%	6 3.6%
	9.00	8 0.7%	4 1.0%	3 0.7%		3 1.1%	2 0.8%	2 0.6%					2 1.0%	6 3.5%
	10.00	20 1.7%	9 2.2%	4 1.0%		7 2.4%	4 1.8%	9 2.0%						20 11.1%
	11.00	11 1.0%	5 1.2%	7 1.6%	1 1.1%	3 0.9%		5 1.2%						11 6.2%
	12.00	16 1.4%	9 2.0%	7 1.6%	0 0.2%	5 1.6%	5 1.9%	5 1.2%						16 9.1%
	13.00	3 0.2%			1 1.1%	1 0.4%		3 0.6%						3 1.5%
	15.00	7 0.6%	4 0.9%	1 0.3%		0 0.1%	1 0.5%	6 1.4%						7 3.8%
	18.00	3 0.3%	0 0.1%	2 0.4%				3 0.6%						3 1.7%
	19.00	2 0.2%	0 0.1%	0 0.1%		2 0.5%	0 0.1%	1 0.3%						2 1.0%
	20.00	4 0.3%	4 0.8%	2 0.5%		2 0.8%		1 0.3%						4 2.1%
	22.00	1 0.1%			1 1.1%			1 0.3%						1 0.8%
	23.00	3 0.2%	1 0.3%		1 1.1%	3 0.8%								3 1.5%
	24.00	2 0.1%	0 0.0%			1 0.4%								2 0.9%
	25.00	1 0.1%	1 0.3%			1 0.4%								1 0.8%
	27.00	1 0.1%	1 0.3%	1 0.3%		1 0.4%								1 0.7%
	30.00	1 0.1%		1 0.3%				1 0.3%						1 0.8%
	35.00	1 0.1%			1 1.1%	1 0.4%								1 0.8%
	46.00	1 0.1%						1 0.2%						1 0.4%
1 week or longer	0.00	933 81.2%	353 81.9%	352 81.2%	81 66.2%	261 82.8%	192 78.3%	363 80.3%	207 81.0%	207 82.1%	127 76.4%	72 72.2%	175 86.1%	149 84.3%
	1.00	146 12.7%	48 11.1%	54 12.4%	30 24.2%	35 11.0%	35 14.3%	53 11.7%	49 19.0%	31 12.1%	28 16.7%	16 16.2%	16 8.1%	7 3.8%
	2.00	40 3.5%	19 4.4%	18 4.1%	6 5.2%	8 2.6%	8 3.1%	20 4.3%		15 5.8%	4 2.5%	7 7.4%	5 2.4%	9 5.3%
	3.00	16 1.4%	8 1.9%	3 0.8%	4 3.4%	5 1.5%	3 1.1%	10 2.3%			7 4.4%	1 1.3%	3 1.3%	5 2.9%
	4.00	6 0.5%	0 0.0%	3 0.7%		3 0.9%	4 1.7%	3 0.6%				3 2.8%	1 0.7%	2 0.9%
	5.00	4 0.3%	2 0.6%	1 0.3%		2 0.7%		2 0.6%					1 0.7%	2 1.3%

	6.00	2		0	1	2	1						0	1
		0.1%		0.0%	1.1%	0.5%	0.5%						0.1%	0.8%
	8.00	1	1	1										1
		0.1%	0.2%	0.2%										0.4%
	9.00	1		1			1						1	
		0.1%		0.3%			0.6%						0.7%	
	20.00	1					1	1						1
		0.1%					0.3%	0.2%						0.4%
DO NOT KNOW (DO NOT READ)	0.00	1,126	415	426	122	307	237	445	256	250	165	95	197	166
		97.9%	96.4%	98.3%	99.4%	97.2%	97.0%	98.5%	100.0%	99.3%	99.1%	95.1%	97.4%	94.1%
	1.00	5	5	1		1	1	1		1	1	2		
		0.4%	1.1%	0.2%		0.2%	0.3%	0.3%		0.6%	0.9%	2.1%		
	2.00	5	3	2		2	3	2		0		2	3	
		0.4%	0.6%	0.6%		0.5%	1.2%	0.5%		0.1%		2.2%	1.3%	
	3.00	3	1	1		3						1	2	
		0.2%	0.3%	0.3%		0.8%						0.7%	0.9%	
	4.00	1	1			1	1							1
		0.1%	0.2%			0.2%	0.3%							0.4%
	5.00	1		1		1								1
		0.1%		0.3%		0.4%								0.7%
	6.00	1	1			1								1
		0.1%	0.3%			0.2%								0.8%
	7.00	1	1					1						1
		0.1%	0.2%					0.2%						0.4%
	8.00	1					1						1	
		0.1%					0.3%						0.4%	
	9.00	1				1	1							1
		0.1%				0.2%	0.3%							0.4%
	10.00	1	1	1		1								1
		0.1%	0.2%	0.2%		0.2%								0.4%
	12.00	1		1										1
		0.1%		0.2%										0.4%
	16.00	1	1		1		1							1
		0.1%	0.2%		0.6%		0.3%							0.4%
	20.00	3	1					3						3
		0.2%	0.3%					0.6%						1.5%
	21.00	1	1				1							1
		0.1%	0.2%				0.3%							0.4%
	Weighted Total	1,150	431	433	123	316	245	452	256	252	166	100	203	177
	Unweighted Total	1,170	490	525	134	294	239	395	242	257	158	112	221	183

Base: All respondents who indicated they plan to take trip/trips within Alberta in the next 6 months (N=1170.)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q7A. How many members of your household will typically be traveling on ... Weekend Trips?

		Tourism Destination Regions						Frequency of Trips in Alberta					
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
1	168	75	63	17	50	39	43	39	38	20	17	30	24
	14.6%	17.4%	14.6%	13.6%	15.8%	16.0%	9.6%	15.3%	15.0%	11.8%	16.9%	15.0%	13.7%
2	499	189	176	53	150	102	214	110	106	67	46	91	81
	43.4%	43.8%	40.6%	43.5%	47.4%	41.6%	47.4%	43.0%	42.1%	40.1%	46.0%	44.9%	45.8%
3	220	80	80	26	49	40	95	52	53	36	14	42	24
	19.1%	18.5%	18.4%	21.0%	15.4%	16.4%	21.1%	20.2%	20.9%	21.7%	14.0%	20.6%	13.7%
4	189	64	83	17	57	46	67	35	41	37	16	33	30
	16.5%	14.8%	19.1%	13.7%	18.0%	18.9%	14.8%	13.5%	16.2%	22.0%	15.8%	16.4%	16.8%
5	59	19	25	7	8	14	24	16	11	7	7	4	13
	5.1%	4.4%	5.8%	6.0%	2.5%	5.7%	5.3%	6.3%	4.6%	4.5%	7.3%	1.9%	7.1%
6	8	2	3	3	1	3	4	2				2	4
	0.7%	0.5%	0.8%	2.3%	0.4%	1.4%	0.9%	0.7%				1.1%	2.2%
7	1	1	1		1				0				1
	0.1%	0.3%	0.3%		0.5%				0.1%				0.7%
Not Applicable - not planning any weekend trips	6	1	2		0		4	3	3			0	
	0.5%	0.3%	0.4%		0.1%		0.9%	1.1%	1.1%			0.1%	
Weighted Total	1,150	431	433	123	316	245	452	256	252	166	100	203	177
Unweighted Total	1,170	490	525	134	294	239	395	242	257	158	112	221	183

Base: All respondents who indicated they plan to take trip/trips within Alberta in the next 6 months (N=1170)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q7B. How many members of your household will typically be traveling on trips of one week or longer?

		Tourism Destination Regions						Frequency of Trips in Alberta					
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
1	149	62	54	16	40	34	40	38	35	19	14	24	19
	13.0%	14.5%	12.5%	12.8%	12.8%	13.7%	8.9%	14.7%	13.8%	11.4%	14.3%	12.0%	10.8%
2	441	173	162	47	126	82	188	99	96	58	42	81	67
	38.3%	40.1%	37.5%	38.3%	40.1%	33.6%	41.5%	38.6%	37.9%	34.7%	42.1%	40.0%	38.1%
3	170	54	62	22	32	39	74	40	49	30	8	32	11
	14.8%	12.5%	14.3%	18.2%	10.0%	16.1%	16.4%	15.7%	19.3%	18.2%	8.3%	15.7%	6.4%
4	157	49	71	13	51	31	55	30	30	32	11	25	29
	13.6%	11.4%	16.4%	10.6%	16.2%	12.6%	12.3%	11.7%	11.9%	19.3%	11.2%	12.4%	16.6%
5	61	21	26	9	11	13	26	16	9	6	8	5	16
	5.3%	4.8%	6.0%	7.5%	3.6%	5.5%	5.8%	6.3%	3.6%	3.7%	8.5%	2.6%	9.0%
6	8	1	2	0	3	1	4	2	1	1		0	3
	0.7%	0.2%	0.4%	0.2%	1.1%	0.6%	0.9%	0.9%	0.5%	0.8%		0.1%	1.6%
7	3	1	1		1		1		0				2
	0.2%	0.3%	0.3%		0.5%		0.3%		0.1%				1.4%
Not Applicable - not planning any one week or longer trips	162	70	55	15	50	44	63	31	32	20	16	35	29
	14.1%	16.2%	12.6%	12.4%	15.8%	17.9%	13.9%	12.1%	12.8%	11.9%	15.6%	17.2%	16.2%
Weighted Total	1,150	431	433	123	316	245	452	256	252	166	100	203	177
Unweighted Total	1,170	490	525	134	294	239	395	242	257	158	112	221	183

Base: All respondents who indicated they plan to take trip/trips within Alberta in the next 6 months (N=1170.)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q8A. How many days in advance do you typically plan leisure trips within Alberta for weekend trips?

		Tourism Destination Regions						Frequency of Trips in Alberta					
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Less than 1 day	10	8	6	4	4	1	0	2	2	1	1	0	4
	0.9%	2.0%	1.4%	3.1%	1.3%	0.3%	0.0%	0.8%	0.8%	0.7%	1.2%	0.1%	2.1%
1	83	30	31	10	26	14	31	13	17	12	5	17	19
	7.2%	6.9%	7.1%	8.0%	8.1%	5.8%	6.8%	5.0%	6.7%	7.2%	5.4%	8.2%	10.8%
2	106	41	41	11	39	29	37	12	28	17	7	17	25
	9.2%	9.5%	9.6%	8.6%	12.2%	11.8%	8.2%	4.8%	11.1%	10.1%	7.1%	8.4%	14.2%
3	49	19	14	5	15	15	14	7	6	8	2	16	10
	4.3%	4.4%	3.3%	4.2%	4.8%	6.3%	3.0%	2.8%	2.4%	4.7%	2.2%	8.0%	5.6%
4	18	3	4	1	4	2	9	2	4	2	0	2	7
	1.5%	0.7%	1.0%	0.8%	1.4%	0.8%	2.0%	0.6%	1.6%	1.2%	0.3%	1.1%	4.2%
5	30	9	7	4	8	7	15	9	4	1	2	11	3
	2.6%	2.1%	1.6%	3.5%	2.6%	3.0%	3.3%	3.6%	1.7%	0.8%	2.3%	5.2%	1.9%
7	294	100	118	35	80	58	126	54	62	46	23	53	56
	25.6%	23.2%	27.3%	28.7%	25.4%	23.7%	27.9%	21.2%	24.7%	27.4%	23.5%	26.1%	31.7%
10	14	7	7	3	2	4	6	2	3	5		2	2
	1.2%	1.6%	1.5%	2.5%	0.8%	1.8%	1.4%	0.6%	1.1%	3.1%		1.1%	1.3%
14	225	86	94	24	57	50	86	51	57	33	30	37	18
	19.5%	19.9%	21.7%	19.4%	17.9%	20.2%	19.0%	20.1%	22.5%	19.6%	30.4%	18.4%	10.1%
20	0	0						0					
	0.0%	0.0%						0.1%					
21	45	15	20	3	12	16	18	8	10	8	6	8	6
	3.9%	3.4%	4.7%	2.3%	3.6%	6.5%	4.1%	3.0%	4.0%	4.8%	5.6%	3.8%	3.6%
27	1	1								1			
	0.1%	0.3%								0.7%			
28	3	3	0		1	1		1			0	1	
	0.2%	0.6%	0.1%		0.4%	0.5%		0.5%			0.3%	0.6%	
30	206	78	75	18	45	40	81	74	40	24	18	29	22
	17.9%	18.0%	17.4%	14.6%	14.3%	16.3%	18.0%	28.9%	15.7%	14.3%	18.3%	14.2%	12.3%
35	0		0				0		0				
	0.0%		0.1%				0.1%		0.1%				
42	2	2	1			0	1		0		0	1	
	0.2%	0.4%	0.1%			0.1%	0.3%		0.1%		0.3%	0.7%	
56	0	0			0					0			
	0.0%	0.0%			0.1%					0.1%			
60	29	12	8	4	9	0	11	11	7	5	2	3	1
	2.6%	2.9%	1.9%	3.2%	3.0%	0.1%	2.4%	4.3%	2.7%	3.3%	1.9%	1.3%	0.8%
84	1	1							1				
	0.1%	0.3%							0.5%				
90	17	6	2	1	5	6	8	4	5	2	1	4	
	1.5%	1.5%	0.4%	1.1%	1.5%	2.2%	1.7%	1.6%	2.0%	1.3%	1.3%	2.1%	
120	1	1	1				1		0				1
	0.1%	0.3%	0.3%				0.3%		0.1%				0.7%
180	3	3	0		3				1			1	0
	0.3%	0.7%	0.1%		0.8%				0.5%			0.7%	0.2%
183	1	1			1					1			
	0.1%	0.3%			0.4%					0.7%			
365	3	1			1	1	1	1					1
	0.2%	0.3%			0.4%	0.5%	0.3%	0.5%					0.7%
Not Applicable - not taking any weekend trips	8	3	2		3		5	4	4			0	
	0.7%	0.6%	0.4%		0.9%		1.2%	1.6%	1.6%			0.1%	
Weighted Total	1,150	431	433	123	316	245	452	256	252	166	100	203	177
Unweighted Total	1,170	490	525	134	294	239	395	242	257	158	112	221	183

Base: All respondents who indicated they plan to take trip/trips within Alberta in the next 6 months (N=1170)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q8B. How many days in advance do you typically plan leisure trips within Alberta for one week or longer?

		Tourism Destination Regions						Frequency of Trips in Alberta					
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
1	15	5	6	2	6	1	3	3	5	1		1	5
	1.3%	1.1%	1.4%	2.0%	2.0%	0.5%	0.6%	1.2%	2.0%	0.7%		0.4%	2.9%
2	18	9	8	0	6	2	5	0	7	5	2	0	3
	1.5%	2.2%	1.8%	0.2%	2.1%	0.9%	1.2%	0.1%	2.6%	3.1%	1.9%	0.1%	1.9%
3	11	3	3	2	0	3	5	2	1	1		4	3
	0.9%	0.8%	0.6%	1.3%	0.1%	1.4%	1.2%	0.7%	0.6%	0.8%		1.8%	1.4%
4	5	0	3	0	1		3	0				3	2
	0.4%	0.1%	0.7%	0.4%	0.4%		0.6%	0.1%				1.4%	0.9%
5	4	1	1			3	1	1				3	
	0.4%	0.3%	0.2%			1.2%	0.3%	0.5%				1.6%	
7	116	37	48	15	24	26	42	18	32	18	7	27	16
	10.1%	8.7%	11.1%	12.1%	7.6%	10.6%	9.4%	6.9%	12.5%	10.8%	7.4%	13.4%	9.2%
10	8	3	4	1	2	2	4	1	0	2		2	3
	0.7%	0.6%	1.0%	0.6%	0.7%	0.8%	0.8%	0.5%	0.1%	1.3%		0.8%	1.6%
14	126	40	43	20	37	41	48	28	19	17	12	25	25
	11.0%	9.3%	9.8%	16.5%	11.8%	16.8%	10.7%	10.8%	7.7%	10.5%	12.3%	12.2%	13.9%
15	3	1					1		1				1
	0.2%	0.3%					0.3%		0.5%				0.8%
17	1	1					1		1				
	0.1%	0.3%					0.3%		0.5%				
20	3	3			1		1		1				1
	0.2%	0.6%			0.4%		0.3%		0.5%				0.8%
21	37	13	19	6	9	4	12	11	6	6	3	6	5
	3.2%	3.0%	4.5%	4.5%	3.0%	1.7%	2.7%	4.1%	2.5%	3.8%	2.9%	3.0%	2.8%
28	5	2	1		3		1			3		3	
	0.4%	0.5%	0.3%		0.8%		0.3%			1.5%		1.3%	
30	278	98	117	27	74	41	106	76	64	50	23	36	30
	24.2%	22.8%	27.0%	21.7%	23.5%	16.7%	23.4%	29.8%	25.3%	29.9%	23.0%	17.5%	17.2%
41	1		1						1				
	0.1%		0.3%						0.6%				
42	6	1	1		3	4	1		3		3		
	0.5%	0.3%	0.3%		0.9%	1.7%	0.3%		1.1%		2.7%		
45	3	2	2		1	1	0		1		1	1	
	0.3%	0.4%	0.5%		0.4%	0.5%	0.1%		0.6%		1.3%	0.3%	
56	1	1				1		1					
	0.1%	0.3%				0.5%		0.5%					
60	182	63	70	24	52	39	84	34	43	22	19	33	30
	15.8%	14.5%	16.1%	19.3%	16.6%	15.9%	18.6%	13.3%	17.1%	13.3%	19.4%	16.1%	17.2%
90	69	29	24	4	22	15	28	18	13	5	6	19	9
	6.0%	6.7%	5.4%	3.6%	7.0%	6.1%	6.2%	7.0%	5.2%	3.1%	5.8%	9.2%	5.0%
120	20	7	5	1	7	2	10	6	6	1	1	1	4
	1.7%	1.7%	1.3%	1.1%	2.3%	0.9%	2.2%	2.2%	2.5%	0.8%	1.3%	0.7%	2.2%
150	2	2	0								1	0	
	0.1%	0.4%	0.0%								1.3%	0.1%	
180	22	8	17	1	3	3	7	7	3	5	3	1	3
	1.9%	2.0%	4.0%	0.8%	0.9%	1.2%	1.6%	2.6%	1.2%	3.0%	3.3%	0.4%	1.7%
183	20	11	4	3	6	6	9	3	5	3	1	1	5
	1.7%	2.7%	0.8%	2.2%	1.9%	2.3%	2.0%	1.4%	2.2%	1.9%	1.3%	0.7%	2.7%
210								0					
								0.1%					
360	3	1	1			1	1	1	0			1	
	0.2%	0.2%	0.3%			0.6%	0.3%	0.3%	0.2%			0.7%	
365	9	5	1		1	1	4	4	1	1		1	1
	0.8%	1.2%	0.3%		0.4%	0.5%	0.9%	1.6%	0.5%	0.8%		0.7%	0.7%
Not Applicable - not taking any one week or longer trips	184	83	54	17	54	47	72	42	36	24	16	36	30
	16.0%	19.2%	12.4%	13.7%	17.2%	19.2%	16.0%	16.6%	14.1%	14.7%	15.9%	17.7%	17.0%
Weighted Total	1,150	431	433	123	316	245	452	256	252	166	100	203	177
Unweighted Total	1,170	490	525	134	294	239	395	242	257	158	112	221	183

Base: All respondents who indicated they plan to take trip/trips within Alberta in the next 6 months (N=1170)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.9 During your leisure trips over the next 6 months, what key destinations within Alberta are you planning to visit? (MULTIPLE RESPONSE)

			Tourism Destination Regions						Frequency of Trips in Alberta					
		Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Tourism Region - Origin	Calgary & Area	357	7	177	19	78	85	183	104	86	57	29	49	32
		31.1%	1.6%	40.8%	15.9%	24.7%	34.6%	40.6%	40.8%	34.2%	34.3%	29.3%	24.0%	18.1%
	Edmonton & Area	389	208	21	55	126	58	182	102	91	54	27	60	55
		33.8%	48.2%	5.0%	44.8%	39.9%	23.6%	40.4%	39.9%	36.2%	32.3%	26.9%	29.8%	31.1%
	Alberta North	52	17	39	12	9	3	10	8	14	5	6	12	7
		4.5%	4.0%	8.9%	10.0%	3.0%	1.3%	2.2%	3.2%	5.5%	2.8%	6.3%	5.8%	4.2%
	Alberta Central	210	90	127	32	75	44	52	21	36	29	17	50	59
		18.2%	21.0%	29.4%	26.4%	23.8%	18.0%	11.5%	8.2%	14.3%	17.4%	17.4%	24.6%	33.5%
	Alberta South	127	99	59	3	25	53	21	16	21	21	19	29	21
		11.1%	22.9%	13.7%	2.3%	7.9%	21.6%	4.6%	6.4%	8.5%	12.5%	18.7%	14.5%	11.8%
	Canadian Rockies	15	10	10	1	2	2	3	4	3	1	1	3	2
		1.3%	2.2%	2.2%	0.6%	0.6%	0.9%	0.8%	1.5%	1.3%	0.8%	1.4%	1.4%	1.3%
	Weighted Total	1,150	431	433	123	316	245	452	256	252	166	100	203	177
	Unweighted Total	1,170	490	525	134	294	239	395	242	257	158	112	221	183

Base: All respondents who indicated they plan to take trip/trips within Alberta in the next 6 months (N=1170)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.10 Now, I would like you to tell which of the following activities you and others in your household are likely or unlikely to participate in while on leisure trips during the next 6 months? How likely are you and your traveling companions to participate in ... Downhill Skiing or Snowboarding

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	830	252	257	81	200	144	146	627	200	153	140	91	60	110	76
	58.3%	58.5%	59.4%	66.2%	63.5%	58.8%	32.2%	54.5%	74.0%	59.9%	55.7%	54.5%	60.2%	54.2%	42.8%
Somewhat Unlikely	45	16	14	7	19	18	11	41	4	8	5	9	4	10	5
	3.2%	3.8%	3.2%	6.1%	6.1%	7.3%	2.4%	3.6%	1.6%	3.0%	2.0%	5.3%	4.2%	5.0%	3.0%
Somewhat Likely	92	34	28	5	23	13	34	79	13	20	18	16	3	12	10
	6.5%	8.0%	6.4%	4.5%	7.2%	5.4%	7.4%	6.9%	4.9%	8.0%	7.2%	9.3%	3.3%	6.0%	5.5%
Very Likely	449	125	131	29	74	70	260	398	51	73	87	50	32	71	85
	31.5%	29.0%	30.2%	23.2%	23.3%	28.6%	57.6%	34.6%	18.7%	28.5%	34.6%	30.2%	32.3%	34.8%	48.3%
Don't Know (do not read)	7	3	3				1	5	2	1	1	1			1
	0.5%	0.7%	0.8%				0.3%	0.4%	0.8%	0.5%	0.5%	0.7%			0.4%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
X-country Skiing

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	1,097	335	339	97	246	191	269	853	242	195	185	128	77	143	128
	77.1%	77.7%	78.4%	78.8%	77.9%	78.2%	59.6%	74.2%	89.5%	76.2%	73.6%	76.9%	77.4%	70.4%	72.3%
Somewhat Unlikely	56	22	19	3	16	15	21	52	3	16	7	9	2	10	9
	3.9%	5.0%	4.5%	2.2%	4.9%	6.2%	4.6%	4.6%	1.2%	6.2%	2.7%	5.6%	1.7%	4.8%	5.0%
Somewhat Likely	82	27	19	9	18	11	50	74	8	17	21	10	7	12	7
	5.8%	6.3%	4.5%	7.6%	5.8%	4.4%	11.1%	6.5%	2.8%	6.7%	8.2%	6.2%	7.4%	5.9%	3.9%
Very Likely	179	46	53	11	33	26	107	164	15	26	36	17	12	38	33
	12.6%	10.6%	12.3%	9.2%	10.5%	10.8%	23.8%	14.2%	5.7%	10.3%	14.4%	10.4%	12.2%	18.9%	18.8%
Don't Know (do not read)	9	1	1	3	3	1	4	7	2	1	3	1	1		
	0.6%	0.3%	0.3%	2.2%	0.8%	0.5%	0.9%	0.6%	0.8%	0.5%	1.1%	0.8%	1.3%		
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Snowmobiling

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	1,148	339	339	86	235	194	348	902	245	218	209	140	79	149	107
	80.7%	78.8%	78.4%	70.3%	74.6%	79.4%	77.1%	78.5%	90.6%	85.4%	83.0%	84.0%	79.7%	73.5%	60.8%
Somewhat Unlikely	40	13	15	4	9	9	14	36	3	10	8	3	1	8	6
	2.8%	3.0%	3.6%	3.6%	2.8%	3.6%	3.0%	3.2%	1.2%	3.8%	3.3%	1.6%	1.4%	3.9%	3.5%
Somewhat Likely	83	26	20	14	20	10	33	71	10	10	14	11	7	14	16
	5.8%	6.1%	4.7%	11.7%	6.2%	4.1%	7.3%	6.1%	3.6%	4.0%	5.4%	6.9%	7.0%	7.1%	9.3%
Very Likely	139	50	56	18	51	32	47	129	10	15	15	12	10	29	47
	9.8%	11.6%	12.8%	14.3%	16.0%	12.9%	10.4%	11.2%	3.8%	5.7%	6.1%	7.5%	10.2%	14.5%	26.4%
Don't Know (do not read)	14	2	2		1	0	10	12	2	3	5		2	2	
	1.0%	0.5%	0.5%		0.4%	0.1%	2.2%	1.0%	0.8%	1.1%	2.2%		1.7%	1.0%	
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Outdoor Recreation (such as hiking, ice-fishing, skating, hockey, snowshoeing, hunting)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	703	177	209	46	133	125	164	530	171	150	118	75	47	89	52
	49.4%	41.1%	48.2%	37.4%	42.0%	51.1%	36.4%	46.1%	63.4%	58.9%	46.7%	44.9%	47.5%	43.7%	29.7%
Somewhat Unlikely	47	15	15	9	6	3	15	36	11	6	10	2	5	5	7
	3.3%	3.6%	3.5%	7.7%	1.8%	1.4%	3.2%	3.2%	3.9%	2.5%	4.0%	1.5%	4.8%	2.7%	3.9%
Somewhat Likely	291	96	94	29	74	47	114	246	44	49	57	33	26	43	39
	20.4%	22.2%	21.7%	23.6%	23.6%	19.2%	25.3%	21.4%	16.1%	19.3%	22.5%	19.9%	25.9%	21.3%	22.3%
Very Likely	378	143	113	38	103	69	159	335	43	47	67	56	22	65	78
	26.5%	33.1%	26.0%	31.3%	32.6%	28.3%	35.1%	29.2%	15.7%	18.3%	26.8%	33.8%	21.8%	32.3%	44.1%
Don't Know (do not read)	5		3					3	2	3					
	0.3%		0.6%					0.2%	0.8%	1.0%					
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Outdoor Adventure (such as rock climbing, ice-climbing, ice-sailing)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	1,304	391	394	114	298	235	395	1,052	249	236	223	158	97	188	153
	91.7%	90.7%	91.1%	93.0%	94.3%	96.2%	87.4%	91.5%	92.1%	92.4%	88.5%	94.9%	97.7%	92.7%	86.9%
Somewhat Unlikely	27	11	9	3	1	3	15	22	5	4	7	3	0	2	6
	1.9%	2.4%	2.1%	2.2%	0.4%	1.1%	3.4%	2.0%	1.9%	1.6%	2.8%	2.1%	0.2%	1.0%	3.3%
Somewhat Likely	39	17	7	1	9	1	20	31	7	6	7	3	1	7	7
	2.7%	3.9%	1.6%	0.9%	2.8%	0.3%	4.5%	2.7%	2.7%	2.5%	2.8%	1.6%	1.4%	3.4%	4.0%
Very Likely	45	13	19	5	8	6	19	38	7	7	12	2	1	6	10
	3.2%	3.0%	4.4%	3.9%	2.5%	2.4%	4.1%	3.3%	2.5%	2.5%	4.9%	1.4%	0.7%	3.0%	5.8%
Don't Know (do not read)	7		4				3	5	2	3	3				
	0.5%		0.9%				0.6%	0.4%	0.8%	1.0%	1.0%				
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Indoor Winter Sports (such as hockey, curling & skating)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	879	240	252	75	173	146	253	679	199	181	155	102	49	104	87
	61.8%	55.7%	58.2%	61.4%	54.9%	59.5%	56.0%	59.1%	73.7%	71.0%	61.5%	61.6%	49.1%	51.5%	49.4%
Somewhat Unlikely	45	17	15	1	8	9	18	39	6	10	17	1	3	4	4
	3.2%	3.8%	3.4%	1.1%	2.5%	3.5%	4.0%	3.4%	2.1%	3.8%	6.8%	0.8%	3.0%	2.1%	2.3%
Somewhat Likely	160	51	51	14	43	30	65	143	15	23	27	21	23	27	22
	11.2%	11.9%	11.8%	11.8%	13.6%	12.3%	14.4%	12.5%	5.6%	9.2%	10.8%	12.9%	22.8%	13.4%	12.7%
Very Likely	335	122	114	32	91	60	114	285	48	41	51	41	24	66	63
	23.5%	28.2%	26.4%	25.8%	28.9%	24.4%	25.3%	24.8%	17.8%	16.1%	20.4%	24.6%	24.4%	32.6%	35.6%
Don't Know (do not read)	5	1	1			1	1	3	2		1		1	1	
	0.3%	0.3%	0.2%			0.3%	0.3%	0.2%	0.8%		0.6%		0.7%	0.4%	
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Museums and Historic Sites (such as Tyrell Museum, the Ukrainian Cultural Heritage Village, Ft. Edmonton)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	547	168	153	47	110	79	167	442	103	97	96	61	37	79	73
	38.4%	39.0%	35.3%	38.3%	35.0%	32.2%	37.0%	38.5%	38.2%	37.9%	38.0%	36.6%	37.5%	39.2%	41.6%
Somewhat Unlikely	94	36	35	8	24	12	32	80	14	7	28	8	4	18	15
	6.6%	8.4%	8.1%	6.7%	7.7%	5.0%	7.1%	6.9%	5.3%	2.6%	10.9%	4.7%	4.3%	9.1%	8.4%
Somewhat Likely	274	89	90	19	82	46	82	223	51	46	38	27	30	39	44
	19.3%	20.8%	20.9%	15.3%	25.8%	18.7%	18.1%	19.4%	18.7%	18.1%	14.9%	16.5%	29.8%	19.3%	24.7%
Very Likely	494	136	151	47	98	105	167	396	98	104	85	69	28	66	43
	34.7%	31.6%	35.0%	38.5%	30.9%	43.1%	36.9%	34.5%	36.3%	40.9%	33.8%	41.8%	28.3%	32.3%	24.6%
Don't Know (do not read)	13	1	4	1	2	3	4	9	4	1	6	1		0	1
	0.9%	0.2%	0.8%	1.2%	0.5%	1.0%	1.0%	0.8%	1.5%	0.5%	2.3%	0.4%		0.1%	0.7%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	' 170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Canadian Finals Rodeo

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	1,366	418	410	117	307	236	438	1,107	257	248	236	162	98	195	169
	96.0%	97.1%	94.7%	95.4%	97.2%	96.6%	97.0%	96.3%	95.1%	96.9%	93.9%	97.5%	98.6%	96.2%	95.9%
Somewhat Unlikely	14	3	2	0	3	1	5	8	4	2	4	1		1	0
	1.0%	0.6%	0.5%	0.2%	1.0%	0.6%	1.0%	0.7%	1.6%	0.7%	1.8%	0.8%		0.7%	0.2%
Somewhat Likely	2	1	1	0		1		2		1				0	1
	0.2%	0.3%	0.2%	0.2%		0.3%		0.2%		0.5%				0.1%	0.4%
Very Likely	9	1	5	1	1	3	1	7	3		4			1	1
	0.7%	0.3%	1.2%	1.1%	0.4%	1.0%	0.3%	0.6%	1.0%		1.6%			0.7%	0.7%
Don't Know (do not read)	31	7	14	4	4	4	8	25	6	5	7	3	1	5	5
	2.2%	1.7%	3.3%	3.1%	1.3%	1.5%	1.7%	2.2%	2.3%	1.8%	2.7%	1.7%	1.4%	2.3%	2.9%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Festivals and Cultural Activities (such as music, film and theatre festivals, concerts, art galleries)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	532	166	140	47	111	74	168	431	100	100	106	57	40	64	66
	37.4%	38.6%	32.4%	38.3%	35.2%	30.3%	37.2%	37.5%	36.8%	39.0%	42.1%	34.3%	40.2%	31.4%	37.4%
Somewhat Unlikely	101	29	32	10	22	13	36	79	21	19	15	11	5	13	16
	7.1%	6.7%	7.3%	7.8%	7.0%	5.4%	7.9%	6.9%	7.9%	7.5%	6.1%	6.5%	5.4%	6.3%	9.0%
Somewhat Likely	278	90	102	19	75	61	85	241	36	47	46	29	31	47	42
	19.5%	20.9%	23.6%	15.5%	23.6%	25.1%	18.9%	20.9%	13.3%	18.4%	18.4%	17.5%	31.5%	23.0%	23.6%
Very Likely	495	137	155	46	104	93	157	386	109	88	81	69	23	74	51
	34.8%	31.9%	35.7%	37.5%	32.9%	38.0%	34.8%	33.6%	40.3%	34.6%	32.3%	41.7%	22.6%	36.3%	29.0%
Don't Know (do not read)	17	8	4	1	4	3	6	13	4	1	3		0	6	2
	1.2%	1.9%	1.0%	0.9%	1.3%	1.2%	1.3%	1.1%	1.6%	0.5%	1.2%		0.3%	3.0%	1.1%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Indoor leisure activities (such as shopping, casinos, nightclubs, indoor amusement and water parks)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	246	55	60	15	57	38	91	206	40	46	51	34	11	31	33
	17.3%	12.8%	13.9%	12.3%	18.2%	15.5%	20.1%	17.9%	15.0%	18.1%	20.3%	20.2%	11.4%	15.2%	18.6%
Somewhat Unlikely	27	9	6	2	7	6	11	25	1	3	10	3	4	3	3
	1.9%	2.1%	1.5%	1.6%	2.4%	2.6%	2.5%	2.2%	0.5%	1.3%	4.1%	1.7%	4.1%	1.4%	1.4%
Somewhat Likely	260	83	72	32	60	57	71	215	45	51	48	27	22	30	37
	18.3%	19.3%	16.6%	26.3%	19.0%	23.3%	15.7%	18.7%	16.6%	19.9%	19.2%	16.3%	22.5%	14.6%	20.9%
Very Likely	885	281	292	74	188	143	277	700	184	155	139	103	62	139	104
	62.2%	65.3%	67.5%	59.9%	59.6%	58.4%	61.4%	60.9%	68.0%	60.7%	55.1%	61.8%	61.9%	68.3%	59.1%
Don't Know (do not read)	4	2	2		3	1	1	4			3			1	
	0.3%	0.5%	0.5%		0.9%	0.3%	0.3%	0.4%			1.4%			0.4%	
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Visit friends and relatives

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	153	20	28	4	18	13	76	115	38	49	23	11	4	11	17
	10.7%	4.5%	6.5%	3.6%	5.8%	5.3%	16.7%	10.0%	13.9%	19.3%	9.2%	6.6%	3.6%	5.3%	9.7%
Somewhat Unlikely	10	1	0	3		3	7	7	3	2		3		1	1
	0.7%	0.3%	0.1%	2.2%		1.1%	1.5%	0.6%	1.2%	0.6%		1.6%		0.7%	0.8%
Somewhat Likely	65	20	17	5	13	9	28	54	11	16	16	7	1	8	7
	4.6%	4.6%	4.0%	3.8%	4.2%	3.7%	6.2%	4.7%	4.0%	6.3%	6.3%	4.0%	0.6%	4.2%	3.8%
Very Likely	1,191	390	386	109	282	220	342	970	219	189	211	145	94	182	151
	83.7%	90.6%	89.2%	88.4%	89.2%	89.9%	75.6%	84.4%	80.9%	73.8%	84.0%	87.1%	94.6%	89.8%	85.8%
Don't Know (do not read)	4		1	2	2			4	0		1	1	1		
	0.3%		0.3%	2.0%	0.8%			0.3%	0.1%		0.5%	0.7%	1.2%		
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Attractions (such as Calgary Zoo, West Edmonton Mall, Odyssium)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	616	114	127	51	115	88	209	457	159	119	111	59	39	77	52
	43.3%	26.4%	29.3%	41.9%	36.3%	36.0%	46.2%	39.7%	59.0%	46.4%	44.2%	35.4%	39.5%	37.8%	29.5%
Somewhat Unlikely	71	28	20	6	24	10	22	59	11	8	11	13	5	12	11
	5.0%	6.6%	4.7%	4.6%	7.6%	4.3%	4.8%	5.1%	4.2%	3.2%	4.4%	7.5%	5.3%	5.9%	6.2%
Somewhat Likely	276	100	77	30	65	54	88	229	47	51	53	28	22	34	41
	19.4%	23.3%	17.7%	24.4%	20.7%	21.9%	19.4%	19.9%	17.3%	19.9%	21.1%	17.1%	22.6%	16.5%	23.3%
Very Likely	449	187	206	35	112	90	131	397	51	75	75	65	31	79	72
	31.5%	43.5%	47.5%	28.2%	35.3%	36.9%	29.0%	34.6%	18.8%	29.5%	29.7%	39.2%	31.3%	39.1%	40.6%
Don't Know (do not read)	10	1	4	1		2	3	9	2	2	1	1	1	1	1
	0.7%	0.3%	0.8%	0.9%		0.9%	0.6%	0.7%	0.7%	1.0%	0.5%	0.7%	1.4%	0.7%	0.4%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Organized Sports Events (instructional camps, practices and tournaments)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	1,059	283	299	91	210	176	343	829	229	208	198	118	76	128	102
	74.4%	65.6%	69.0%	74.2%	66.5%	71.9%	75.8%	72.1%	84.7%	81.2%	78.6%	71.1%	76.0%	63.2%	57.7%
Somewhat Unlikely	39	12	15	4	7	6	15	31	7	6	5	5	4	8	5
	2.7%	2.7%	3.4%	3.1%	2.2%	2.4%	3.4%	2.7%	2.4%	2.2%	1.8%	3.0%	3.7%	4.0%	3.0%
Somewhat Likely	130	56	45	14	32	31	45	119	11	17	25	18	10	24	25
	9.1%	13.0%	10.4%	11.1%	10.1%	12.7%	9.9%	10.3%	4.1%	6.5%	9.9%	11.0%	9.6%	11.9%	14.1%
Very Likely	184	77	69	14	65	31	46	161	21	22	23	24	11	42	42
	12.9%	17.8%	16.0%	11.6%	20.5%	12.5%	10.3%	14.0%	7.8%	8.5%	9.1%	14.2%	10.7%	20.7%	23.6%
Don't Know (do not read)	12	4	5		2	1	3	9	3	4	1	1		0	3
	0.9%	0.9%	1.2%		0.8%	0.5%	0.6%	0.8%	1.0%	1.5%	0.6%	0.7%		0.1%	1.5%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Spectator Sports and Entertainment (NHL, CFL, curling bonspiel)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	955	246	259	82	209	156	307	750	204	189	169	107	71	120	95
	67.1%	57.1%	59.7%	66.5%	66.2%	63.7%	67.9%	65.2%	75.5%	73.8%	67.1%	64.4%	71.3%	59.1%	53.8%
Somewhat Unlikely	54	19	20	6	11	14	16	47	7	7	12	9	1	12	6
	3.8%	4.4%	4.7%	4.7%	3.5%	5.7%	3.5%	4.1%	2.6%	2.6%	4.9%	5.4%	0.9%	6.1%	3.5%
Somewhat Likely	169	68	59	22	39	40	52	144	23	22	32	24	13	25	30
	11.9%	15.8%	13.5%	17.5%	12.3%	16.2%	11.6%	12.5%	8.6%	8.6%	12.6%	14.4%	12.9%	12.6%	16.8%
Very Likely	231	95	91	14	54	35	73	200	31	36	33	26	15	45	45
	16.2%	22.1%	20.9%	11.3%	17.2%	14.3%	16.0%	17.4%	11.3%	14.2%	13.2%	15.8%	14.9%	22.0%	25.5%
Don't Know (do not read)	14	3	5		2		4	9	5	2	6			0	1
	1.0%	0.6%	1.2%		0.7%		0.9%	0.7%	1.9%	0.8%	2.2%			0.1%	0.4%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Day Spa or Destination Spa

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Very Unlikely	1,150	343	353	103	255	199	337	922	225	211	190	140	83	164	137
	80.8%	79.7%	81.5%	83.9%	80.8%	81.4%	74.6%	80.2%	83.1%	82.7%	75.3%	84.2%	82.8%	81.1%	77.7%
Somewhat Unlikely	40	13	9	2	12	4	10	29	11	6	6	5	2	7	3
	2.8%	3.0%	2.0%	1.6%	3.8%	1.8%	2.3%	2.5%	4.2%	2.5%	2.3%	3.1%	1.7%	3.5%	1.7%
Somewhat Likely	104	37	36	12	28	19	43	93	12	15	28	10	6	16	18
	7.3%	8.6%	8.3%	9.4%	8.9%	7.7%	9.4%	8.0%	4.3%	5.9%	11.0%	5.8%	6.0%	7.9%	10.3%
Very Likely	120	34	31	6	19	21	60	99	21	22	26	9	9	15	18
	8.4%	7.9%	7.3%	5.1%	6.1%	8.8%	13.3%	8.6%	7.7%	8.4%	10.5%	5.7%	8.6%	7.3%	10.3%
Don't Know (do not read)	9	4	4		2	1	2	7	2	1	2	2	1	0	
	0.6%	0.9%	0.9%		0.5%	0.3%	0.3%	0.6%	0.6%	0.5%	0.8%	1.2%	1.0%	0.2%	
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.11 When it comes to finding information for planning your leisure trips in Alberta, where do you obtain this information, or what are the main sources of information you rely on? (MULTIPLE RESPONSE)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
AMA (Alberta Motor Association)	311	98	84	24	77	47	102	250	61	61	59	34	19	41	36
	21.9%	22.6%	19.5%	19.7%	24.5%	19.1%	22.6%	21.8%	22.6%	23.7%	23.4%	20.7%	18.9%	20.3%	20.6%
Travel Alberta Website	128	27	29	16	28	17	47	105	23	29	28	12	3	21	12
	9.0%	6.3%	6.8%	13.1%	9.0%	6.8%	10.5%	9.1%	8.4%	11.3%	11.1%	7.5%	3.5%	10.1%	6.6%
Tourism Calgary Website	29	1	9		4	3	8	19	10	6	3	1		6	4
	2.0%	0.3%	2.2%		1.2%	1.1%	1.8%	1.7%	3.6%	2.2%	1.1%	0.8%		2.7%	2.2%
Edmonton Tourism Website	26	5	10	1	2	3	5	19	7	5	4	3	1	3	4
	1.9%	1.1%	2.2%	1.1%	0.8%	1.4%	1.2%	1.7%	2.6%	1.9%	1.7%	1.6%	0.7%	1.4%	2.2%
AMA Website	80	15	15	2	15	10	23	55	24	16	18	6	2	4	11
	5.6%	3.5%	3.5%	1.6%	4.9%	4.1%	5.1%	4.8%	8.8%	6.2%	7.1%	3.6%	2.1%	1.8%	6.2%
Brochures and Pamphlets	152	46	43	18	41	26	51	127	26	29	29	16	15	22	16
	10.7%	10.8%	9.9%	14.8%	12.9%	10.7%	11.3%	11.0%	9.5%	11.5%	11.4%	9.6%	14.6%	10.8%	9.1%
Friends/Family/Word of Mouth	610	209	203	58	170	109	178	514	94	90	101	76	55	103	90
	42.9%	48.5%	46.8%	47.4%	53.8%	44.6%	39.4%	44.7%	34.9%	35.2%	40.2%	45.6%	55.3%	50.9%	50.9%
Television	61	16	34	8	21	12	22	57	4	4	17	12	7	6	10
	4.3%	3.8%	7.7%	6.7%	6.7%	4.7%	5.0%	5.0%	1.5%	1.7%	6.8%	7.5%	7.0%	2.9%	5.9%
Radio	16	7	8	1	2	3	4	14	1	1	2	1	2	2	5
	1.1%	1.5%	1.9%	1.1%	0.8%	1.3%	0.8%	1.2%	0.5%	0.5%	0.9%	0.8%	2.1%	1.2%	2.6%
Other media (magazines, billboards)	72	19	29	6	14	11	27	59	13	11	11	11	9	7	10
	5.0%	4.4%	6.7%	4.6%	4.4%	4.5%	5.9%	5.1%	4.8%	4.1%	4.5%	6.6%	9.1%	3.5%	5.4%
Tourist Information Centres	113	37	34	9	33	21	33	92	21	20	21	14	8	16	13
	7.9%	8.6%	7.9%	7.7%	10.5%	8.7%	7.3%	8.0%	7.8%	7.8%	8.3%	8.1%	8.4%	7.8%	7.5%
Newspapers	205	67	67	17	48	41	74	173	31	33	29	31	20	30	31
	14.4%	15.7%	15.5%	13.5%	15.1%	16.7%	16.4%	15.0%	11.6%	13.0%	11.4%	18.4%	20.3%	14.8%	17.4%
Previous experiences/visits	598	187	192	47	138	110	192	502	96	106	98	72	47	94	86
	42.0%	43.4%	44.2%	38.2%	43.8%	44.9%	42.4%	43.6%	35.6%	41.5%	38.8%	43.4%	46.9%	46.2%	48.5%
Accommodation guide	31	9	6	3	10	3	14	26	4	5	3	5	1	3	8
	2.1%	2.1%	1.5%	2.2%	3.3%	1.2%	3.1%	2.3%	1.5%	2.1%	1.2%	3.3%	1.4%	1.3%	4.8%
Campground Guide	14	2	3	3	5	4	5	11	3	3		3		3	2
	1.0%	0.5%	0.8%	2.2%	1.5%	1.7%	1.2%	0.9%	1.0%	1.0%		1.6%		1.7%	1.2%
Bed and Breakfast listings	3	1		1			3	3				1			1
	0.2%	0.3%		1.1%			0.6%	0.2%				0.8%			0.8%
1-800 free numbers	11	5	1		3	2	8	10	1	3	3	1		2	1
	0.8%	1.1%	0.2%		1.0%	1.0%	1.9%	0.9%	0.4%	1.1%	1.2%	0.8%		1.0%	0.7%
Event Calendar(s)	13	6	6	1	6	4	1	11	1		1	3	1	3	4
	0.9%	1.3%	1.5%	1.1%	2.0%	1.7%	0.2%	1.0%	0.5%		0.3%	1.6%	0.7%	1.5%	2.4%
Other: specify	110	37	37	11	27	27	36	95	15	22	19	19	9	10	17
	7.8%	8.5%	8.5%	8.6%	8.5%	11.1%	7.9%	8.3%	5.7%	8.6%	7.4%	11.2%	8.7%	5.1%	9.4%
Internet in General	740	227	234	58	161	130	271	597	142	119	129	94	45	110	100
	52.0%	52.6%	54.1%	47.4%	51.0%	53.0%	60.0%	52.0%	52.5%	46.7%	51.3%	56.5%	45.4%	54.3%	56.7%
Tour Books	45	9	14	0	6	4	17	32	13	11	12	1	0	6	1
	3.2%	2.1%	3.2%	0.4%	2.0%	1.7%	3.7%	2.8%	4.8%	4.2%	4.9%	0.8%	0.3%	3.0%	0.8%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.11 Other : Specify

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Accommodation website	1 0.1%	1 0.2%			1 0.2%	1 0.3%		1 0.1%				1 0.4%			
Alberta.com/Canadian Rockies.com	1 0.1%				1 0.4%		1 0.3%	1 0.1%							1 0.7%
AMA / Westworld Magazine	1 0.1%	1 0.2%	1 0.2%		1 0.2%			1 0.1%				1 0.4%			
Billboards	1 0.1%				1 0.4%	1 0.5%		1 0.1%				1 0.8%			
Canada.com	1 0.1%	1 0.3%					1 0.3%	1 0.1%							1 0.8%
CARP Magazine	1 0.1%	1 0.2%				1 0.3%	1 0.2%	1 0.1%						1 0.4%	
Chamber of Commerce	4 0.3%	0 0.1%	2 0.4%			2 0.7%	2 0.6%	4 0.4%		2 1.0%	1 0.6%	0 0.2%			
City sites	1 0.1%	1 0.3%	1 0.3%	1 0.9%				1 0.1%				1 0.7%			
Destination's website	5 0.3%		3 0.6%		1 0.4%		3 0.6%	4 0.4%	1 0.3%	1 0.5%	1 0.6%				1 0.8%
Doesn't Travel in Alberta	1 0.1%								1 0.5%						
don't plan	1 0.1%	1 0.3%		1 1.1%				1 0.1%			1 0.5%				
Ecomuseum Tourist Guide	1 0.1%	1 0.3%						1 0.1%		1 0.5%					
Edmonton Journal	1 0.1%		1 0.3%		1 0.4%			1 0.1%							1 0.7%
Flyers etc.	1 0.1%		1 0.3%		1 0.4%			1 0.1%				1 0.8%			
Going where relatives/family/friends are	7 0.5%	2 0.4%	4 0.9%			2 0.9%	3 0.6%	6 0.5%	1 0.4%	1 0.3%	1 0.6%	1 0.8%	1 1.4%		1 0.7%
Google Search Engine	1 0.1%	1 0.3%	1 0.2%			1 0.6%	1 0.2%	1 0.1%					1 0.7%	1 0.4%	
Government Tourism Brochure	1 0.1%	1 0.3%					1 0.3%	1 0.1%				1 0.7%			
Great Calgary Escape Flyer	1 0.1%		1 0.3%	1 0.9%			1 0.3%	1 0.1%							1 0.7%
Hotel Website	1 0.1%		1 0.2%					1 0.1%		1 0.3%					
Just go where and when mood strikes	1 0.1%								1 0.5%						
Library	2 0.1%	1 0.2%	2 0.5%		1 0.2%		1 0.3%	2 0.2%		1 0.5%					1 0.4%
Literature gathered over the years	1 0.1%				1 0.4%	1 0.6%		1 0.1%		1 0.5%					
Magazines	2 0.1%	2 0.4%	2 0.4%			1 0.3%		2 0.2%			2 0.7%				
Maps	6 0.4%	0 0.0%	3 0.7%	3 2.2%	0 0.1%		3 0.6%	6 0.5%		0 0.1%	1 0.5%	1 0.8%		1 0.7%	2 0.9%
MSN Search Engine	1 0.1%	1 0.3%			1 0.4%			1 0.1%		1 0.5%					
National League Magazine"	0 0.0%	0 0.1%	0 0.1%		0 0.1%			0 0.0%						0 0.1%	
Parks Canada	2 0.1%	0 0.0%				0 0.1%	1 0.3%	2 0.1%		1 0.5%				0 0.1%	
Posters	1 0.1%		1 0.3%					1 0.1%				1 0.7%			
RCI/International Travel timeshare companies	1 0.1%	1 0.2%						1 0.1%			1 0.3%				
Recreational Program Guides	1 0.1%		1 0.3%			1 0.6%		1 0.1%		1 0.5%					

Sears Travel	1 0.1%				1 0.4%			1 0.1%							1 0.8%
Snowbird Vacations	1 0.1%		1 0.3%		1 0.4%			1 0.1%							1 0.8%
Soccer Calendar	1 0.1%						1 0.3%	1 0.1%			1 0.5%				
Square Dancing Schedule	1 0.1%	1 0.3%			1 0.4%	1 0.5%		1 0.1%							1 0.7%
Sunshine.com	1 0.1%					1 0.3%	1 0.2%	1 0.1%							1 0.4%
TELUS Homepage Website	3 0.2%	2 0.4%					3 0.6%	3 0.2%					1 1.2%	1 0.7%	
The phone book	1 0.1%	1 0.3%				1 0.6%		1 0.1%			1 0.6%				
Ticketmaster in Edmonton	0 0.0%		0 0.1%			0 0.1%		0 0.0%							0 0.2%
Tour guide for Seniors	1 0.1%	1 0.2%			1 0.2%		1 0.2%	1 0.1%					1 0.7%		
Tournament schedules	2 0.2%	2 0.6%	1 0.3%	1 0.9%	1 0.4%	1 0.5%		2 0.2%					1 1.3%	1 0.6%	
Travel Agent/Agency/Shop	25 1.8%	6 1.5%	7 1.6%	3 2.1%	8 2.7%	6 2.3%	2 0.6%	19 1.6%	7 2.5%	5 2.1%	1 0.5%	6 3.9%	2 1.9%	2 1.1%	1 0.8%
Travel Alberta	4 0.3%	2 0.4%	1 0.3%		0 0.1%	1 0.5%	3 0.6%	4 0.4%		1 0.5%	1 0.5%			2 0.8%	
Travel Alberta brochures	2 0.1%	1 0.3%			1 0.2%	1 0.3%	1 0.3%	2 0.2%			1 0.5%				1 0.4%
Travel Alberta flyers	1 0.1%						1 0.3%	1 0.1%			1 0.6%				
Travel Alberta guides	1 0.1%					1 0.6%		1 0.1%		1 0.5%					
Travel Alberta info booth	3 0.2%			1 1.1%		1 0.5%	1 0.3%	1 0.1%	1 0.5%					1 0.7%	
Travel Alberta magazine	2 0.1%	1 0.3%	2 0.4%	0 0.2%	1 0.4%			2 0.2%				0 0.2%	0 0.3%	1 0.6%	
Travel Club - "Travel Net"	1 0.1%								1 0.5%						
Weather Network/Destination Websites	1 0.1%	1 0.3%	1 0.3%		1 0.4%			1 0.1%							1 0.7%
Weather Reports	1 0.1%								1 0.5%						
Website for Ski Resorts	1 0.1%						1 0.3%	1 0.1%							1 0.8%
Work as Travel Agent	3 0.2%	1 0.3%	1 0.2%			1 0.3%	3 0.8%	3 0.3%			3 1.1%		1 0.7%		
Yahoo Search Engine	1 0.1%	1 0.2%	1 0.2%			1 0.3%		1 0.1%			1 0.3%				
Yahoo Travel	1 0.1%	1 0.3%				1 0.5%		1 0.1%				1 0.8%			
Yellow Pages	2 0.2%	1 0.3%	1 0.3%	1 0.9%				2 0.2%				1 0.8%	1 1.2%		
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.12A What is your typical choice of accommodation for weekend trips in Alberta? (DO NOT READ LIST) (SINGLE RESPONSE ANSWER)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Hotel/Motel	792	237	233	62	146	121	320	642	148	170	136	99	50	96	93
	55.7%	54.9%	53.8%	50.1%	46.3%	49.5%	70.8%	55.8%	54.6%	66.6%	54.0%	59.4%	50.3%	47.3%	52.9%
Bed and Breakfast	20	7	1	1	4	5	5	11	9	3	3	1		4	
	1.4%	1.5%	0.3%	1.1%	1.3%	2.2%	1.0%	0.9%	3.4%	1.0%	1.3%	0.8%		1.7%	
Camper/Fifth Wheel/Motorhome	81	13	12	10	19	12	19	51	30	12	8	10	2	8	10
	5.7%	3.1%	2.7%	7.9%	5.9%	5.0%	4.3%	4.4%	11.0%	4.5%	3.4%	6.2%	2.5%	4.0%	5.7%
Car Camping	9	2	1	0	1		1	3	6	2			0	0	1
	0.6%	0.4%	0.3%	0.2%	0.4%		0.3%	0.3%	2.1%	0.6%			0.3%	0.1%	0.7%
Resort Facility	6		2				3	5	2	3		0			2
	0.4%		0.5%				0.6%	0.4%	0.6%	1.0%		0.2%			0.9%
Friends and Relatives	473	162	176	43	134	102	87	408	65	63	101	55	45	89	54
	33.3%	37.6%	40.6%	35.2%	42.4%	41.7%	19.2%	35.5%	24.2%	24.5%	40.3%	33.3%	45.3%	43.9%	30.8%
Privately owned Cabin/Cottage	15	5	2	2	7	1	9	15		2	2	0		0	11
	1.1%	1.2%	0.5%	1.3%	2.1%	0.3%	2.1%	1.3%		0.6%	0.8%	0.2%		0.1%	6.3%
Timeshare	2						1	1	1					1	
	0.1%						0.3%	0.1%	0.3%					0.7%	
Depends on trip	12	2	3		3	1	3	5	6	1	1			2	1
	0.8%	0.5%	0.7%		0.8%	0.3%	0.7%	0.4%	2.4%	0.5%	0.3%			1.0%	0.7%
Other;	13	3	3	5	3	3	3	9	4	1			2	2	4
	0.9%	0.7%	0.6%	4.1%	0.8%	1.1%	0.8%	0.8%	1.5%	0.5%			1.6%	1.1%	2.1%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.12B What is your typical choice of accommodation for trips in Alberta of one week and more? (DO NOT READ LIST) (SINGLE RESPONSE ANSWER)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nina Trips	Ten Trips or More
Hotel/Motel	780	238	221	47	137	112	291	620	158	151	140	78	50	108	96
	54.8%	55.2%	50.9%	38.5%	43.5%	45.8%	64.3%	53.9%	58.3%	59.0%	55.5%	46.8%	49.8%	53.4%	54.6%
Bed and Breakfast	28	7	5		8	6	9	20	8	7	3	2	1	4	3
	1.9%	1.7%	1.1%		2.7%	2.5%	2.0%	1.7%	3.0%	2.6%	1.4%	1.1%	1.2%	1.9%	1.4%
Camper/Fifth Wheel/Motorhome	120	25	31	10	36	22	29	90	30	15	19	21	10	12	13
	8.4%	5.8%	7.2%	7.8%	11.5%	9.0%	6.3%	7.8%	11.1%	5.7%	7.6%	12.3%	10.2%	5.9%	7.5%
Resort Facility	12	2	4		3	3	6	10	1	2	3		1	1	4
	0.8%	0.5%	0.9%		0.8%	1.2%	1.3%	0.9%	0.5%	0.6%	1.1%		0.7%	0.7%	2.2%
Friends and Relatives	394	134	150	54	109	89	81	340	54	68	72	61	35	64	39
	27.7%	31.1%	34.6%	44.2%	34.6%	36.5%	17.8%	29.6%	19.9%	26.7%	28.4%	37.0%	35.3%	31.5%	22.3%
Privately owned Cabin/Cottage	21	3	4	2	6	4	10	18	2	3	4	4		2	6
	1.4%	0.8%	1.0%	1.3%	2.0%	1.7%	2.2%	1.6%	0.8%	1.1%	1.5%	2.3%		0.8%	3.6%
Timeshare	12	5	1	3	2	3	5	11	1	1	4	1	1	3	1
	0.9%	1.1%	0.3%	2.2%	0.7%	1.1%	1.2%	1.0%	0.5%	0.3%	1.6%	0.4%	1.3%	1.4%	0.8%
Depends on trip	23	10	8		9	2	9	18	6	4	5		1	5	3
	1.6%	2.3%	1.8%		2.9%	0.9%	2.1%	1.5%	2.0%	1.5%	1.9%		1.4%	2.4%	1.5%
Other;	34	6	10	7	5	3	13	23	11	6	2			4	11
	2.4%	1.4%	2.2%	6.1%	1.4%	1.3%	2.8%	2.0%	4.0%	2.4%	0.8%			2.0%	6.1%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.13A Thinking now just about Alberta do you recall seeing, reading or hearing any advertising about travel over the past 2 to 3 months?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Yes	749	252	243	68	177	130	253	636	111	135	134	107	50	119	93
	52.7%	58.4%	56.0%	55.2%	56.0%	53.3%	55.9%	55.3%	41.0%	52.9%	53.3%	64.2%	50.2%	58.8%	52.9%
No SKIP TO Q.14	674	179	190	55	139	114	199	514	160	120	118	60	50	84	83
	47.3%	41.6%	44.0%	44.8%	44.0%	46.7%	44.1%	44.7%	59.0%	47.1%	46.7%	35.8%	49.8%	41.2%	47.1%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q13B. Please describe that advertising.

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Travel Alberta	136	39	35	19	23	21	52	108	27	26	24	22	7	18	11
	18.1%	15.5%	14.3%	28.5%	13.0%	16.0%	20.6%	17.0%	24.6%	19.0%	18.1%	20.9%	13.7%	15.1%	12.2%
Rockies/Skiing	110	31	30	5	25	19	48	90	19	15	15	14	12	20	16
	14.7%	12.3%	12.3%	7.5%	14.1%	14.4%	19.0%	14.1%	16.9%	10.9%	11.1%	13.1%	24.3%	16.4%	16.9%
Activities	21	12	7	1	9	5	5	19	2	4	2	5	1	4	2
	2.7%	4.7%	3.1%	1.7%	5.3%	3.6%	1.9%	2.9%	1.9%	3.0%	1.5%	5.0%	2.3%	3.1%	2.4%
Alberta in general	33	11	13	2	5	6	11	27	6	4	7	5	2	3	6
	4.4%	4.4%	5.3%	2.5%	3.0%	4.5%	4.4%	4.3%	5.2%	3.3%	5.1%	5.1%	4.2%	2.4%	6.0%
Kananaskis	7	1	3	1	2	3		7	1	1		3		1	1
	1.0%	0.5%	1.1%	2.0%	1.4%	2.0%		1.0%	0.6%	1.0%		2.6%		1.2%	1.2%
West Edmonton Mall/ Fantasy Land Hotel	19	2	12		3	1	2	15	4	6	2	3	0	3	1
	2.5%	0.9%	5.0%		1.8%	0.5%	0.9%	2.3%	3.8%	4.2%	1.6%	2.6%	0.4%	2.4%	1.2%
Edmonton & Calgary area and attractions	28	14	12	1	9	8	5	25	3	6	4	6	1	4	5
	3.7%	5.4%	4.9%	2.0%	4.9%	6.2%	2.0%	3.9%	2.6%	4.7%	2.9%	5.6%	1.4%	3.0%	4.9%
Other	72	26	25	10	22	13	20	63	9	8	16	9	7	9	15
	9.6%	10.4%	10.2%	14.1%	12.6%	9.6%	8.1%	10.0%	8.0%	5.7%	11.7%	8.8%	14.3%	7.2%	16.0%
Did not specify	159	68	46	16	35	31	56	141	17	30	32	21	11	29	20
	21.2%	27.1%	18.9%	23.2%	19.6%	23.7%	22.2%	22.2%	15.4%	21.9%	23.9%	19.2%	21.6%	24.3%	21.6%
Does not recall	165	47	60	13	43	25	52	141	23	36	32	18	9	30	16
	22.0%	18.8%	24.8%	18.6%	24.3%	19.5%	20.8%	22.2%	21.0%	26.3%	24.2%	17.1%	17.8%	25.0%	17.6%
Weighted Total	749	252	243	68	177	130	253	636	111	135	134	107	50	119	93
Unweighted Total	734	282	286	68	158	129	225	629	102	123	134	98	59	123	95

Base: All respondents who recall seeing, hearing or reading any advertising about travel over the past 2 to 3 months (n=734)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q13B. Media

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Television	198	68	60	20	65	34	62	173	24	34	31	34	10	33	32
	33.9%	33.2%	33.2%	36.1%	48.5%	32.4%	30.8%	35.2%	27.5%	34.5%	30.7%	38.2%	24.5%	36.6%	41.4%
Newspapers	136	52	38	9	32	22	55	117	18	24	24	15	16	25	14
	23.3%	25.4%	21.0%	16.9%	23.9%	20.5%	27.6%	23.7%	20.5%	24.2%	23.7%	17.0%	39.1%	27.7%	18.8%
Brochures	58	31	15	7	11	12	23	49	9	9	8	10	5	8	8
	10.0%	15.1%	8.1%	13.1%	8.2%	11.5%	11.4%	10.0%	10.2%	9.4%	8.3%	11.8%	11.8%	9.2%	10.4%
Magazines	45	13	12	3	8	6	16	32	12	5	9	3	7	6	3
	7.7%	6.5%	6.5%	5.7%	5.9%	5.5%	8.0%	6.6%	14.0%	5.1%	8.7%	3.5%	15.8%	6.3%	4.4%
AMA/AMA Magazine	70	24	19	9	15	19	30	65	5	15	14	10	2	14	8
	11.9%	12.0%	10.7%	15.4%	11.4%	17.7%	15.1%	13.1%	5.5%	16.6%	13.8%	11.6%	4.6%	15.8%	10.7%
Radio	32	14	10	3	7	7	11	26	5	6	3	2	2	7	7
	5.4%	6.9%	5.5%	6.3%	5.0%	6.4%	5.6%	5.3%	5.9%	6.1%	2.6%	2.3%	4.6%	7.8%	9.0%
Internet	22	9	2	1	6	5	10	20	1	6	4	5	1	1	1
	3.7%	4.5%	0.9%	2.4%	4.2%	5.0%	4.8%	4.1%	1.6%	6.3%	4.3%	6.1%	3.5%	1.6%	1.8%
Billboards	10	3	1		0	0	3	5	5	1		1		2	0
	1.7%	1.6%	0.5%		0.1%	0.2%	1.5%	1.0%	5.5%	1.4%		1.5%		2.1%	0.5%
Other	119	34	44	11	20	18	33	97	21	20	21	19	7	15	16
	20.4%	16.8%	24.4%	20.7%	15.1%	17.0%	16.5%	19.6%	24.0%	20.6%	20.5%	21.4%	17.1%	16.9%	20.3%
Does not recall	165	47	60	13	43	25	52	141	23	36	32	18	9	30	16
	22.0%	18.8%	24.8%	18.6%	24.3%	19.5%	20.8%	22.2%	21.0%	26.3%	24.2%	17.1%	17.8%	25.0%	17.6%
Weighted Total	749	252	243	68	177	130	253	636	111	135	134	107	50	119	93
Unweighted Total	734	282	286	68	158	129	225	629	102	123	134	98	59	123	95

Base: All respondents who recall seeing, hearing or reading any advertising about travel over the past 2 to 3 months (n=734)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.14. Global economic conditions have changed significantly recently. I will read a series of these trends and I would like you to respond 'yes' if the trend has negatively influenced your decision to travel within the next six months, or 'no' if the trends has had no influence on your decision to travel. (READ) (Multiple Response)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
The rising Canadian dollar (compared to the US dollar)	166	51	50	17	41	28	28	123	42	31	34	20	14	17	8
	11.7%	11.8%	11.6%	13.7%	13.0%	11.4%	6.2%	10.7%	15.6%	12.1%	13.7%	12.0%	14.0%	8.3%	4.6%
Lower Interest Rates (resulting in housing&/or vehicle purchases	99	34	28	8	26	21	24	78	18	15	19	12	7	16	12
	7.0%	8.0%	6.6%	6.6%	8.3%	8.6%	5.4%	6.8%	6.8%	6.0%	7.5%	6.9%	7.3%	7.9%	6.7%
Dampening of global capital markets	36	11	16	2	11	3	14	31	5	5	9	5		6	7
	2.5%	2.6%	3.6%	1.9%	3.6%	1.2%	3.0%	2.7%	1.9%	1.8%	3.6%	2.8%		2.8%	3.9%
General Economic slowdown	122	43	49	15	26	27	27	103	18	17	23	16	13	20	16
	8.6%	10.0%	11.3%	12.5%	8.3%	11.1%	6.1%	8.9%	6.6%	6.5%	9.0%	9.5%	12.8%	9.8%	9.3%
Increasing fuel prices	336	114	112	37	95	72	84	279	57	58	53	40	28	54	45
	23.6%	26.4%	25.7%	30.0%	30.1%	29.3%	18.5%	24.2%	21.1%	22.7%	21.2%	24.1%	28.4%	26.4%	25.7%
911/terrorism in general	141	47	49	10	26	22	37	112	28	32	22	15	9	26	9
	9.9%	10.9%	11.4%	8.4%	8.1%	9.1%	8.1%	9.8%	10.3%	12.4%	8.6%	9.2%	8.9%	13.0%	5.3%
Other	10	4	4	0	5	1	3	9	1	0	3	0	1	2	3
	0.7%	1.0%	1.0%	0.1%	1.7%	0.4%	0.7%	0.8%	0.5%	0.1%	1.3%	0.3%	0.7%	0.8%	1.4%
Refused	0		0					0		0					
	0.0%		0.1%					0.0%		0.1%					
No Effect	893	253	267	71	182	146	310	722	171	155	166	102	62	124	111
	62.8%	58.8%	61.6%	57.7%	57.5%	59.6%	68.6%	62.8%	63.3%	60.8%	65.9%	61.7%	62.5%	61.3%	63.0%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.15 How have these/this event(s) impacted your travel plans for the next 6 months? (PLEASE RECORD ALL RESPONSES - DO NOT READ)

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Staying close to home - traveling in Alberta	196	71	75	18	55	36	59	178	16	47	26	27	12	35	34
	13.8%	16.5%	17.4%	15.0%	17.6%	14.6%	13.2%	15.4%	5.8%	18.3%	10.4%	16.1%	11.7%	17.2%	19.3%
Staying at home, not traveling anywhere	8	2	1	2			2	6	3	2			2	0	1
	0.6%	0.5%	0.3%	1.3%			0.5%	0.5%	1.0%	0.8%			2.1%	0.1%	0.7%
Not flying - only driving	46	20	20	4	12	9	10	41	5	9	8	10	1	10	2
	3.2%	4.6%	4.6%	2.9%	3.8%	3.6%	2.3%	3.5%	1.8%	3.5%	3.3%	6.0%	1.2%	4.9%	1.4%
Taking fewer trips	204	87	67	24	54	43	42	168	36	27	33	29	18	29	31
	14.3%	20.2%	15.4%	19.5%	17.1%	17.7%	9.4%	14.6%	13.3%	10.7%	13.3%	17.2%	18.4%	14.5%	17.6%
Other	180	54	53	18	49	33	45	138	42	33	32	18	13	20	22
	12.6%	12.5%	12.1%	14.6%	15.4%	13.5%	10.0%	12.0%	15.4%	12.8%	12.5%	11.1%	13.3%	10.0%	12.4%
Don't Know	29	5	12	1	8	5	10	24	5	6	9	1	1	6	2
	2.1%	1.2%	2.7%	1.1%	2.6%	2.1%	2.3%	2.1%	2.0%	2.3%	3.7%	0.4%	1.2%	2.8%	0.9%
Refused	0		0					0		0					
	0.0%		0.1%					0.0%		0.1%					
No effect	893	253	267	71	182	146	310	722	171	155	166	102	62	124	111
	62.8%	58.8%	61.6%	57.7%	57.5%	59.6%	68.6%	62.8%	63.3%	60.8%	65.9%	61.7%	62.5%	61.3%	63.0%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.15 Other - Specify

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Shorter Trips	19	8	8	2	7	6	6	17	2	2	2	2	3	3	5
	10.7%	13.9%	15.4%	11.5%	15.2%	16.7%	12.3%	12.1%	6.0%	7.3%	4.8%	8.3%	21.3%	16.3%	23.3%
Not traveling internationally	7	3	1	1	1	1	3	7		4	1	1	1		
	3.8%	5.1%	1.4%	7.5%	2.9%	2.2%	6.0%	5.0%		12.3%	4.4%	3.9%	5.4%		
Not Traveling to US	20	8	7	1	1	4	6	15	5	4	1	3	1	1	5
	11.3%	15.1%	13.9%	4.0%	2.9%	12.9%	13.8%	11.1%	11.8%	11.7%	4.5%	14.1%	6.8%	6.8%	23.6%
Not traveling to Mexico	2	2	1		1	1		2			1			1	
	1.0%	3.5%	2.2%		2.4%	2.2%		1.4%			3.7%			3.5%	
Traveling more	13	8	4	1	5	4	2	10	2		3		2	1	3
	7.0%	14.0%	7.0%	6.5%	9.4%	11.6%	5.5%	7.5%	5.6%		10.9%		18.9%	6.6%	13.9%
Traveling/Considering travel in NA	21	7	6	2	4	2	2	14	7	3	5	1	1	1	2
	11.4%	13.3%	11.9%	13.9%	8.2%	5.7%	3.7%	9.9%	16.6%	8.3%	16.4%	6.3%	8.7%	6.6%	9.4%
Staying/Traveling in Canada	6	2			3	1	3	6		3	3			1	
	3.4%	3.8%			5.5%	2.2%	7.5%	4.4%		8.2%	8.5%			3.5%	
Fuel prices effect traveling	6	4	3		4	2	1	6			4			2	0
	3.2%	7.8%	6.0%		7.2%	5.7%	3.0%	4.1%			11.1%			9.2%	1.3%
Watching budget more to have finances for travel	4	1		1	1	1	3	4			1	1		1	
	2.2%	2.5%		7.5%	2.8%	4.0%	5.9%	2.9%			4.2%	7.3%		6.6%	
Travel too expensive	17	2	4	1	4	5	5	14	3	4	4	3	2	1	
	9.6%	3.5%	8.4%	6.5%	8.3%	16.5%	10.6%	10.0%	8.2%	12.3%	12.9%	14.9%	17.5%	3.5%	
Better exchange rate encourages travel to US/outside Canada	21	3	6	3	4	2	2	12	9	5	1	4		0	1
	11.8%	5.6%	12.0%	14.2%	8.6%	5.7%	5.3%	8.5%	22.9%	16.4%	4.4%	21.4%		1.4%	3.3%
Not Impact	4		1				3	4		4					
	2.3%		2.6%				6.0%	3.0%		12.6%					
Various others	22	4	7	5	8	2	4	17	5	1	3	4	1	2	6
	12.2%	6.9%	12.8%	26.9%	15.6%	6.5%	8.2%	12.0%	12.7%	2.7%	8.8%	23.8%	8.7%	9.2%	25.[illegible]%
Fewer trips	7					1	3	4	3	3			1		
	3.8%					4.2%	5.9%	2.9%	6.7%	8.2%			10.5%		
Careful planning/ more cautious	11	3	3	0	5	1	3	7	4		2		0	5	
	6.3%	5.0%	6.3%	1.6%	11.1%	4.2%	6.2%	5.3%	9.5%		5.3%		2.2%	26.7%	
Weighted Total	180	54	53	18	49	33	45	138	42	33	32	18	13	20	22
Unweighted Total	167	57	58	17	44	34	39	133	34	28	30	17	14	21	23

Base: All respondents who indicated that "Other" global events have made an impact on their travel plans for the next 6 months (n=167)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.16. Now I have a few questions for classification purposes only: How would you describe your household status? Would you describe it as ......?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Single adult household	193	62	47	11	47	37	42	144	49	32	34	17	16	22	22
	13.6%	14.4%	10.8%	8.7%	15.0%	15.3%	9.4%	12.5%	18.3%	12.6%	13.7%	10.4%	15.8%	10.8%	12.5%
2 adults with children	567	169	195	52	111	106	214	487	78	114	103	76	43	77	75
	39.8%	39.2%	45.0%	42.5%	35.2%	43.1%	47.4%	42.4%	28.9%	44.5%	41.0%	45.6%	43.6%	38.1%	42.6%
2 adults without children	568	162	165	44	137	87	166	437	129	94	94	59	38	88	66
	39.9%	37.5%	38.0%	35.6%	43.3%	35.6%	36.7%	38.0%	47.8%	37.0%	37.4%	35.3%	37.9%	43.6%	37.1%
Single parent with children living at home	49	22	15	11	10	6	13	41	9	4	12	7	2	10	6
	3.5%	5.1%	3.4%	9.0%	3.1%	2.6%	2.9%	3.5%	3.3%	1.5%	4.9%	4.2%	2.4%	4.7%	3.1%
Other:	41	16	12	4	9	7	14	37	4	10	6	6	0	6	8
	2.9%	3.7%	2.8%	3.1%	2.9%	2.8%	3.0%	3.2%	1.5%	4.0%	2.5%	3.7%	0.3%	2.8%	4.7%
REFUSED (DO NOT READ)	5			1	1	1	3	4	1	1	1	1			
	0.3%			1.1%	0.4%	0.5%	0.6%	0.4%	0.3%	0.5%	0.5%	0.8%			
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
AGE

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
18 - 24	148	48	39	16	20	24	49	118	31	25	25	12	11	21	23
	10.4%	11.1%	8.9%	12.8%	6.2%	9.8%	10.9%	10.2%	11.3%	9.9%	10.1%	7.0%	11.3%	10.2%	13.2%
25 - 34	249	77	93	24	53	35	87	206	42	47	34	31	16	43	36
	17.5%	17.9%	21.4%	19.8%	16.8%	14.2%	19.2%	17.9%	15.7%	18.4%	13.5%	18.7%	15.9%	21.1%	20.2%
35 - 44	328	98	119	27	75	49	121	282	44	67	66	42	23	51	35
	23.0%	22.7%	27.4%	21.7%	23.8%	20.2%	26.8%	24.6%	16.2%	26.1%	26.4%	25.2%	23.0%	25.0%	19.9%
45 - 54	306	94	81	26	62	61	107	251	54	55	53	45	25	30	43
	21.5%	21.8%	18.7%	21.2%	19.6%	24.7%	23.7%	21.9%	20.1%	21.6%	21.1%	27.2%	24.6%	14.9%	24.4%
55 - 64	205	60	53	14	56	42	44	147	57	24	34	18	14	34	24
	14.4%	13.9%	12.3%	11.5%	17.7%	17.1%	9.7%	12.8%	21.0%	9.3%	13.4%	11.1%	14.3%	16.7%	13.7%
65 PLUS	126	41	28	8	41	23	20	93	33	27	21	10	6	17	11
	8.9%	9.6%	6.4%	6.7%	13.1%	9.3%	4.5%	8.1%	12.2%	10.6%	8.5%	5.8%	6.4%	8.6%	6.4%
REFUSED	62	13	21	8	9	11	24	52	10	11	17	8	4	7	4
	4.3%	3.0%	4.8%	6.3%	2.8%	4.6%	5.3%	4.5%	3.6%	4.2%	6.9%	4.9%	4.5%	3.5%	2.2%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q.18. Which of the following categories best describes your TOTAL HOUSEHOLD income before taxes for the last year? By this I mean the TOTAL income earned by everyone in the household before taxes?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Less than $25,000	95	34	28	9	27	17	12	79	16	24	13	12	8	12	9
	6.7%	8.0%	5.5%	7.1%	8.6%	7.1%	2.6%	6.8%	6.1%	9.4%	5.0%	7.5%	8.4%	6.0%	5.1%
Between $25,000 to $49.999	334	110	107	35	83	53	87	269	63	54	54	40	24	55	44
	23.5%	25.5%	24.6%	28.5%	26.2%	21.5%	19.3%	23.4%	23.4%	20.9%	21.6%	24.3%	23.7%	27.0%	25.0%
Between $50,000 to $99.999	535	157	176	46	121	104	184	442	92	104	81	73	49	77	59
	37.6%	36.5%	40.6%	37.3%	38.4%	42.3%	40.7%	38.4%	34.1%	40.7%	32.3%	44.1%	49.5%	37.8%	33.2%
$100.000 and over	231	59	64	12	30	30	103	180	51	34	52	24	5	29	35
	16.2%	13.6%	14.8%	9.6%	9.5%	12.4%	22.8%	15.6%	19.0%	13.4%	20.6%	14.7%	5.3%	14.2%	19.8%
DON'T KNOW (DO NOT READ)	38	13	14	4	5	7	8	29	10	3	9	5	3	3	6
	2.7%	2.9%	3.3%	3.3%	1.6%	2.8%	1.8%	2.5%	3.6%	1.1%	3.4%	2.8%	3.0%	1.6%	3.6%
REFUSED (DO NOT READ)	189	58	45	17	49	34	58	152	37	37	43	11	10	27	23
	13.3%	13.5%	10.3%	14.2%	15.6%	13.9%	12.8%	13.2%	13.8%	14.6%	17.0%	6.7%	10.1%	13.3%	13.3%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
Q19. Are you currently an AMA Member?

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Yes	677	222	186	36	146	115	237	546	130	124	119	80	38	99	87
	47.6%	51.6%	42.9%	29.3%	46.2%	46.8%	52.5%	47.5%	47.9%	48.6%	47.3%	48.1%	38.5%	48.9%	49.1%
No	726	203	240	84	164	125	207	588	137	128	127	86	60	100	87
	51.0%	47.1%	55.5%	68.5%	51.8%	51.2%	45.8%	51.1%	50.8%	50.2%	50.5%	51.9%	59.7%	49.4%	49.5%
DON'T KNOW (DO NOT READ)	10	2	5		4	1	4	7	3		3		1	2	1
	0.7%	0.4%	1.3%		1.2%	0.3%	0.9%	0.6%	1.0%		1.1%		0.7%	1.1%	0.7%
REFUSED (DO NOT READ)	10	4	2	3	2	4	4	9	1	3	3		1	1	1
	0.7%	0.9%	0.4%	2.2%	0.8%	1.7%	0.9%	0.8%	0.3%	1.1%	1.1%		1.2%	0.7%	0.8%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

2003/2004 Alberta Resident Survey of Travel Intentions
International Results Group
GENDER

		Tourism Destination Regions							Frequency of Trips in Alberta						
	Total	Calgary & Area	Edmonton & Area	Alberta North	Alberta Central	Alberta South	Canadian Rockies	Sub-Total	Zero Trips	One Trips	Two Trips	Three Trips	Four Trips	Five to Nine Trips	Ten Trips or More
Male	587	191	179	50	118	105	214	488	97	110	89	76	39	86	88
	41.2%	44.3%	41.2%	40.6%	37.2%	42.9%	47.3%	42.5%	36.0%	43.1%	35.5%	45.7%	39.5%	42.6%	49.8%
Female	836	240	255	73	198	140	238	662	173	145	162	90	60	116	89
	58.8%	55.7%	58.8%	59.4%	62.8%	57.1%	52.7%	57.5%	64.0%	56.9%	64.5%	54.3%	60.5%	57.4%	50.2%
Weighted Total	1,423	431	433	123	316	245	452	1,150	270	256	252	166	100	203	177
Unweighted Total	1,424	490	525	134	294	239	395	1,170	251	242	257	158	112	221	183

Base: All respondents (N=1424)

Appendix IV. Survey Questionnaire

Alberta Resident Survey of Travel Intentions
Travel Trips and Activities Survey

Hello, I'm ____________ with the International Results Group. I am calling on behalf of Alberta Economic Development and its partners. Your household has been selected to participate in a province-wide study to assist the Partnership in increasing awareness of travel and tourism opportunities for Albertans within the province, and for making the right information available on travel within the Province.

I would like to speak to the person in the household who is 18 years or older and who's birthday is next. (Establish contact and re-introduce as required).

A. In the past twelve months, have you traveled at least 80 km away from home within Alberta for at least one overnight trip?

1	Yes	– Continue to Q.1
2	No	– Thank and Terminate
3	Don't know	– Thank and Terminate

Q.1 I would like to point out that for the purpose of this study any leisure travel that occurs more than 80 km ((one way) away from home, regardless of length of time away from home, qualifies as a trip. This includes visits to family and friends, travel to special events such as weddings and anniversaries, travel for sporting events and all other types of leisure travel. This does not include personal errands such as going for groceries, Dr. Appointments, etc; commuting to or from work, or moving to a new residence. With this in mind, how many leisure trips does your household intend to make between November 1 and April 30th,
2004______ (insert number)

(IF NO TRIPS PLANNED THANK & TERMINATE)

Q.2 To the best of your knowledge how many of these trips are you planning to take in the month of...?

____ November
____ December
____ January
____ February
_____ March
____ April

100% TOTAL

Q.3A How many of these trips will be within Alberta? ______ (insert number)

Q.3B And how many of these trips will be outside of Alberta? ______ (insert number) (Ask Q3C)

Q3C. What destinations outside Alberta do you plan to visit? (DO NOT READ)

1. B.C.
2. Saskatchewan
3. the rest of Canada
4. USA
5. Europe
6. Southern Sun (includes Mexico, Caribbean and other tropical destinations)
7. Other International

97 Refused
99. Don't Know

If answer to Q3A was "0 trips in Alberta" ask Q. 4
All other responses skip to Q5.

Q.4 Is there any particular reason why you do not intend to make any leisure trips in Alberta within the next 6 months? (DO NOT READ) (RECORD ALL ANSWERS)

1 No interest/ prefer destinations outside Alberta
2 Need more information on things to do
3 No money – financial
4 Nothing new to do or see in Alberta
5 Going to vacation in a warmer climate
6 No time – too busy
7 Other – Specify ____________________

Now Skip to Q. 10

Q.5 You have said that your household intends to make ____ leisure trips within Alberta over the next 6 months. Thinking about the number of trips you made last year between the months of November 2002 and April 2003, would you say your household will make...

1. More trips than last year
2. Fewer trips than last year OR
3. About the same number of trips
4. DON'T KNOW (DO NOT READ)
5. REFUSED (DO NOT READ)

Q.6 Again, of the _____ trip/trips, you plan to make within Alberta over the next 6 months, how many will be for ....?

____ a 1 night stay
____ a weekend or long weekend
____ 1 week or longer
100. Don't Know
_____**TOTAL**

Q7. How many members of your household will typically be travelling on ....?

1. Weekend trips ___________
2. Trips of One week or longer __________

Q. 8 How many ***days*** in advance do you typically plan leisure trips within Alberta for ....

1. Weekend trips __________
2. Trips of one week or longer __________

Q.9 During your leisure trips over the next 6 months, what key destinations within Alberta are you planning to visit? (Probe and record 3 mentions)

1. _________________________
2. __________________________
3. _________________________

Q.10 Now, I would like you to tell which of the following activities you and others in your household are likely or unlikely to participate in while on leisure trips during the next 6 months? How likely are you and your travelling companions to participate in...................................... **(After they say likely or unlikely ASK is that very or somewhat)**

	Very Unlikely	Swt. Unlikely	Swt. Likely	Very Likely	DK
1. **Downhill Skiing or Snowboarding**	1	2	3	4	5
2. **X-country Skiing**	1	2	3	4	5
3. **Snowmobiling**	1	2	3	4	5
4. **Outdoor Recreation** (such as hiking, ice-fishing, skating, hockey, snowshoeing, hunting)	1	2	3	4	5
5. **Outdoor Adventure** (such as rock climbing, ice-climbing, ice-sailing)	1	2	3	4	5
6. **Indoor Winter Sports** (such as hockey, curling & skating)	1	2	3	4	5
7. **Museums and Historic Sites** (such as Tyrell Museum, the Ukrainian Cultural Heritage Village, Ft. Edmonton)	1	2	3	4	5
8. **Canadian Finals Rodeo**	1	2	3	4	5
9 **Festivals and Cultural Activities** (such as music, film and theatre festivals, concerts, art galleries)	1	2	3	4	5
10 **Indoor leisure activities** (such as shopping, casinos, nightclubs, indoor amusement and water parks)	1	2	3	4	5
11. **Visit friends and relatives**	1	2	3	4	5
12 **Attractions** (such as Calgary Zoo, West Edmonton Mall, Odyssium)	1	2	3	4	5

13. **Organized Sports Events** (instructional camps, practices and tournaments)	1	2	3	4	5
14. **Spectator Sports and Entertainment** (NHL, CFL, curling bonspiel)	1	2	3	4	5
15. **Day Spa or Destination Spa**	1	2	3	4	5

Q.11 When it comes to finding information for planning your leisure trips **in Alberta**, where do you obtain this information, or what are the main sources of information you rely on? **(DO NOT READ LIST, RECORD ALL RESPONSES)**

1. AMA (Alberta Motor Association)
2. Travel Alberta Web-site
3. Tourism Calgary website
4. Edmonton Tourism website
5. AMA Website
6. Internet in General
7. Brochures and pamphlets
8. Friends/Family/Word of Mouth
9. Television
10. Radio
11. Other Media (magazine, billboards)
12. Tourist Information Centres
13. Newspapers
14. Previous experiences/visits
14. Accommodation guide
15. Campground guide
16. Bed and breakfast listings
17. 1-800 free numbers
18. Event Calendar
19. Tour Books
20. Other: Specify ________________________________

Q.12a What is your typical choice of accommodation for **weekend** trips **in Alberta**? (DO NOT READ LIST) (SINGLE RESPONSE ANSWER)

1. Hotel/Motel
2. Bed & Breakfast
3. Camper/fifth wheel/motor home
4. Car Camping
5. Resort facility
6. Friends & Relatives
7. Privately owned Cabin/Cottage
8. Timeshare
9. Depends on the trip
10. Other ____________

Q.12b What is your typical choice of accommodation for trips **in Alberta** of **one week and more**?
(DO NOT READ LIST) SINGLE RESPONSE

1. Hotel /Motel
2. Camper/fifth wheel/motor home/
3. Bed & Breakfast
4. Resort facility
5. Friends & Relatives
6. Privately owned Cabin/Cottage
7. Timeshare
8. Depends on the trip
9. Other ______________

ADVERTISING RECALL - UNAIDED

Q.13A Thinking now just about **Alberta** do you recall seeing, reading or hearing any advertising about travel over the past 2 to 3 months. ?

1. Yes
2. No → SKIP TO Q.15

Q13B. Please describe that advertising. (PROBE)

____

99 Can't Remember

Q.14. Global economic conditions have changed significantly recently. I will read a series of these
trends and I would like you to respond 'yes' if the trend has negatively influenced your decision to travel within the next six months, or 'no' if the trends has had no influence on your decision to travel.
(READ) (Multiple Response)

1. The rising Canadian dollar (compared to the US dollar)
2. Lower Interest Rates (resulting in housing &/or vehicle purchases)
3. Dampening of global capital markets
4. General Economic slowdown
5. Increasing fuel prices
6. 911/terrorisim in general
7. other ________________

Q.15 How have these/this event(s) impacted your travel plans for the next 6 months?
(PLEASE RECORD ALL RESPONSES - DO NOT READ)

1. Staying close to home – travelling in Alberta
2. Staying at home, not travelling anywhere
3. Not flying – only driving
4. Taking fewer trips
5. Other ______________

DEMOGRAPHICS
Now I have a few questions for classification purposes only:

Q.16. How would you describe your household status? Would you describe it as ......?

1. Single adult household
2. 2 adults with children
3. 2 adults without children
4. Single parent with children living at home
5. Other specify, (include children)____________________
97. Refused

Q.17 What year were you born in _______ 98 – REFUSED

Q.18. Which of the following categories best describes your TOTAL HOUSEHOLD income before taxes for the last year? By this I mean the TOTAL income earned by everyone in the household before taxes?

1. Less than $25,000
2. between $25,000 to $49,999
3. between $50,000 to $99,999
4. $100,000 and over
5. REFUSED

6. Don't KNOW

Q19. Are you currently an AMA Member?

1. Yes
2. No
98. Refused
99. Don't Know

GENDER (DO NOT ASK)
1. Male
2. Female

Thank you for participating in the survey.